

The **REPORTER** *of Direct Mail Advertising*

JUNE 1951

The Reporter Moves to the Country



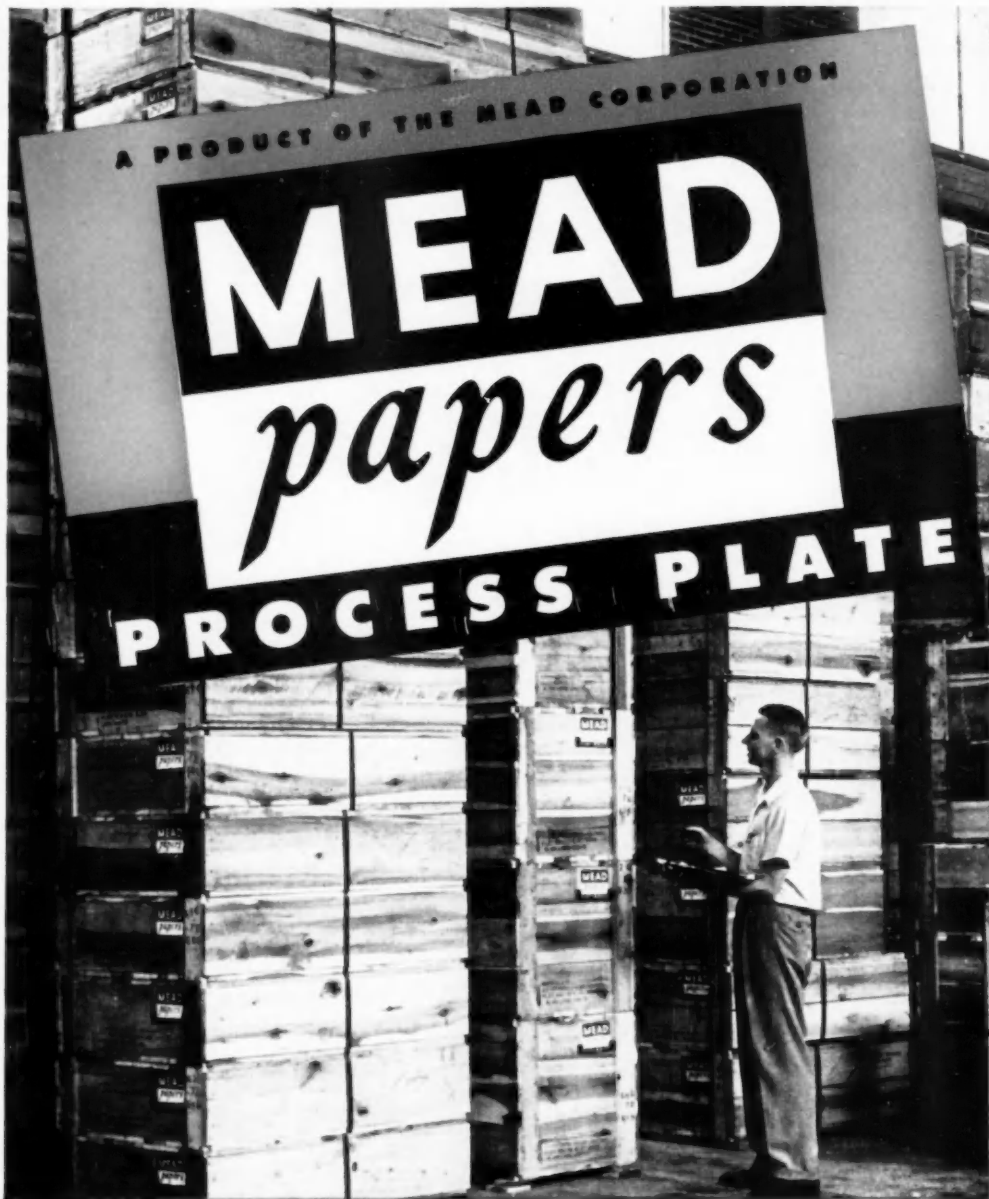
Right across the park from the swank and beautiful Garden City Hotel . . . **THE REPORTER** is now "at home." No more commuting . . . no more hustle, bustle and big city noise. Plenty of peace and quiet to think and work for a better-than-ever magazine. Our new home is in one of the oldest buildings in a village of fine homes, trees, gardens and fresh country air. Built in 1878 as the original red brick schoolhouse. Just three minutes from the station (if you are a slow walker). We'll possibly be working harder and longer hours . . . but it's a new way of life. And we like it. See page 4 for address change. Visitors always welcome.

A PRODUCT OF THE MEAD CORPORATION

MEAD

papers

PROCESS PLATE



Mead Process Plate is the low-cost coated paper for halftone printing. This lustrous white surface is ideal for sparkling effects in color or in black and white. Use it for

catalogs, folders, booklets, programs, house magazines, circulars, and wherever photographs must be printed at high speed and within the limits of a modest budget.



THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"

Sales Offices: The Mead Sales Company, 118 West First Street, Dayton 2 • New York • Chicago • Boston • Philadelphia



a good remedy for your sick mailing is a smartly styled envelope. We can show you how to increase your returns by just a simple remedy, use color. If you use color wisely you can increase your returns considerably. Our Art Department can show you how to do it. We have been designing "Personalized" envelopes for years and we know what we are doing. For your next mailing use color and compare your returns over last year's mailing. Think it over, then think of Cupples for smartly styled colored envelopes.

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 2, New York

OFFICES: WASHINGTON • BOSTON • PHILADELPHIA

The Reporter of DIRECT MAIL ADVERTISING

Editorial and Business Offices
53½ HILTON AVE., GARDEN CITY, N. Y.
Phone GARDen City 7-5508

Volume 14

Number 2

The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, at So. Lancaster, Mass. Subscription price is \$6.00 a year. Registered as second class matter at Post Office at So. Lancaster, Mass., under the act of March 3, 1897. Copyright, 1950.

HENRY HOKE, Editor and Publisher
M. L. STRUTZENBERG, Circulation Mgr.
HENRY HOKE, JR., Advertising Mgr.

Short Notes	5
Keep Your Eye On Fundamentals	13
By Joseph J. Spiering	
Cutting Down Time to Write Copy	17
By Dean Burgess	
A Retailer Examines Direct Mail	18
By James Roth	
Back Talk	22
By Joe Kinsinger	
The Best Time To Mail	24
By Lewis Field	
Theft in Advertising	30
Printing Goes To War	32
One Advertising Man To Another	36

About Cover: on Monday, June 4th, The Reporter was settled in its new offices in beautiful Garden City, Long Island. After many years of the big city... we decided that we can think, work and live better in the country. The offices are just a block from the Garden City, Long Island Railroad station. All personnel will live in or around Garden City.

Change your records. Discontinue the 17 East 42nd Street, New York address on your mailing list. From now on write to us at 53½ Hilton Avenue, Garden City, L. I., New York

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

SHORT NOTES

DEPARTMENT

◆ **LAST MONTH** we reported about a New England Congressman using the franking privilege to promote the sale of his own personal philatelic material. Our item, with the evidence, was submitted to the Post Office Department. Understand appropriate action has been taken, because this use of the franking privilege is definitely unlawful.



◆ **WRONG WAY TO START A SURVEY.** This was actually the opening line of a recent survey letter mailed by a prominent agency:—"Yes, this is another survey and, therefore, a nuisance and an intruder on your time." Why be so blunt?



◆ **"DOUBLE IN BRASS"** is name of new folder issued by National Council of Mailing List Brokers. Gives clear and brief explanations of the working policies and practices of members of the association. Worth reading.

THE REPORTER sure pulled a typographical baner last month. It had been arranged to place an asterisk before the names of all members of the National Council on our Directory page. For some unknown reason, the asterisk was omitted on the Drey, Mailings Incorporated and True listings. For which we humbly apologize and have slapped the proper party on the wrist. The error has been corrected this month.



◆ **SEVERAL MONTHS AGO** we gave a pat on the back to Sun Life of Canada for its pocket size annual report. Howard Shaw checks us up by reporting another pocket size user in insurance field... the 12-page, 4 1/4 by 7 1/4 inch annual issued by the Philadelphia Life Insurance Company. So... another pat on the back.



◆ **WRITE TO** Victor Hawkins, director of research for Capper Publications, Inc., 912 Kansas Avenue, Topeka, Kansas for an interesting map just released showing the counties in the United States now covered by television. Surprising how big the void spaces are in spite of rapid growth of new medium. Proves how important other media

are if you want to reach rural markets. Mr. Hawkins also has available a superb survey report on the living habits of the readers of Household magazine.



◆ **CHECKS** are always welcome. But one check received each year for a Reporter renewal always causes extra comment. From Holm & Olson, Inc., 20 West Fifth St., St. Paul 2, Minn. (House of Flowers) with a beautiful colorful orchid printed on it. Design of check also ties in with equally attractive letterhead. Good public relations.



◆ **HAROLD W. BENJAMIN** at 1109—53rd Street, Oakland, California is doing his share to promote a saving of paper and to speed up correspondence. He has a little card (same size as a standard postal card) with his name and address and direct mail business details printed at the bottom. At the top is the single line: "Just to say." There is about 1 1/2 inches of space available for a hand or typewritten message when short notes are in order. Card can either be slipped into an envelope or mailed at the present one-cent post card rate.



◆ **PERFUME SURROUNDS** your reporter's editorial desk this month. It is all an account of a recent issue of "Dow Diamond," h. m. of The Dow Chemical Company, Midland, Michigan. Again, Editor Donald Plummer has used perfumed inks to print this entire issue. We have kept our sample around for a number of weeks and there has been no obvious lessening in the scent. Write to him if you want a copy.



◆ **COLOR TELEVISION** for industrial and educational use is now here. Write to Remington Rand, Management Controls Division, 315 Fourth Avenue, New York 10, N. Y. for a copy of their new 8-page, 8 1/2 by 11 circular explaining the use of Vericolor (a combination deal between Remington and CBS.) By using the Vericolor camera and the special receiving apparatus, medical schools, for example, can photograph operations and have the students, grouped around the machines, see the actual close-up of the



FREE BOOKLET
"Dictate with a Big YOU!"
Write today—use business letterhead, please.

It pays to put carefully
selected thoughts on

Cotton-fiber
Paper

WATERMARKED

by
Fox River

*Cotton-fiber makes the finest
BUSINESS, SOCIAL,
AND ADVERTISING PAPERS

In letter writing, change that old saying to this: "A penny extra for your thoughts." For you could be using the cheapest news-paper stock for stationery... you could switch to beautiful 100% cotton-fiber letterhead paper by FOX RIVER, with matching envelope, and your extra cost per letter would not be over 1¢!

Your business-getting mail is built on sentences that sell — words chosen carefully, words worth money. When they speak from the clear, white surface of cotton-fiber paper "by FOX RIVER," you give them every chance to pay. The average letter costs more than 75¢... what are you paying? Test FOX RIVER samples... ask your printer.

FOX RIVER PAPER CORPORATION
2028 S. Appleton St., Appleton, Wis.

Look through the paper...

see the
Fox River
NAME OF QUALITY
WATERMARKED IN EVERY SHEET



BRECK'S OF BOSTON LAUDS LIST BROKERS

Says National Council of Mailing List Brokers Finds New Customers And Markets for Direct-Mail Users



Luther A. Breck, Jr., president of the nationally famous *Breck's of Boston*, has a double purpose in relying on members of the National Council of Mailing List Brokers. Through

them he finds profitable new markets for his company's well-known line of quality housewares and gifts, and all types of seeds, bulbs, and garden supplies. And the revenue from rentals of the *Breck's* customer list of some 400,000 names, arranged by brokers in the Council, defrays a substantial part of his own mailing and maintenance costs.

"Council members are vitally important to us," says Mr. Breck, "primarily because of the valuable specialized service they render in locating suitable lists and list sources... and because they are able to produce extra revenue for us through the rental of our own list to other companies. When we deal with a member of the National Council, we are confident that every rental possibility will be thoroughly explored and that our interests will be fully protected by an experienced, responsible, and interested organization."

Mr. Breck's high opinion of the N.C.M.L.B. is shared generally by list users and list owners who have done business with any of its members. If you have a list to rent or if you wish to rent the lists of other mail users, fill in and return the coupon immediately. *You will not be solicited.* Instead you will receive by return mail a copy of the illustrated brochure... "must be able to DOUBLE IN BRASS," which lists the names and addresses of the Council's members and tells you how they can help you to find a market for your products... or your lists... or both!

LOOK FOR NATIONAL COUNCIL OF MAILING LIST BROKERS

THIS SEAL

200 W. 34th St., New York 1, N.Y.

N.C.M.L.B. 200 W. 34th St., N.Y. 1, N.Y.

Please send me a copy of "... must be able to double in brass" without cost or obligation on my part. R2

Name _____

Company _____

Address _____

City & State _____

operation in full color. Same technique can be applied in department stores for showing merchandise or for fashion shows. Industrial and school uses are many. It is a wonderful world we live in!

◆ **EVERYTIME WE MENTION** some mailing piece as being beautiful, some of our readers think their piece deserves equal or better description. We mentioned a "beautiful" catalog on page 40 of the April issue of *The Reporter*, so Frank Rieder, advertising manager of Pibrico Jointless Firebrick Company, 1800 Kingsbury Street, Chicago 14, Illinois sends his in competition. We will have to agree with him. It's 52 pages, 8½ by 11 size, with a glossy plastic film cover. Expertly designed and illustrated throughout. Hard to explain in mere words, so if you are interested write to Frank for a copy.

◆ **THE WRENN PAPER COMPANY**, Middletown, Ohio have a neat way of putting over the beautiful appearance of a new laminated blotting stock. Has glossy Kromekote on one side and blotting on the other. The Wrenn Company is supplying to executives a colorful dictation folder made out of this stock... for use with current correspondence. A covering envelope explains the details. Write to Joe Hallowell and ask for a supply.

◆ **A FLYING TRIP TO ROCHESTER, N. Y.** was enjoyed by this reporter... to appear before the Industrial Advertisers Association with the usual letter-improvement talk. Bill Taff (General Railway Signal Company) and Fred Streb (Ayer & Streb) were gracious hosts and showed me all the sights, including the famous lilac display with everything in full bloom. During a visit to the busy Ayer & Streb direct mail plant at 15 South Avenue, Rochester 4, I saw one of the most unusual mailing pieces ever produced by an advertising company. Titled "Bouquets For Our Record Year," it tells about the progress of the firm since it started in 1924. On an inside 16 by 20½ inch spread, Fred Streb had the nerve to list by name the 644 firms and individuals for which his company did work during 1950... thus revealing to his competitors and everyone else his complete customer list. An impressive arrangement of names. You might write to Fred for a sample of this unusual mailing.

◆ **AN UNUSUAL RENEWAL** Frank Williams, Box 666, Covington, Georgia took time out to draw on his letterhead a chocolate birthday cake with thirteen candles. And he sent us a handwritten memo congratulating *The Reporter* on its birthday. He added: "But the heck with sending you a renewal for a birthday present. Instead, I'm sending

the renewal as a birthday present to myself." Check was attached.

◆ **HOW MUCH MAIL** did you get from the Government last year without any postage stamps on the envelope? If you and each member of your family didn't get eleven pieces each... you were below average. A Congressional committee has estimated that in the twelve months ending June 30, members of Congress and the Government departments will have placed into the mail about 1,650,800,000 pieces of free mail for the 150 million people of this country. That is about eleven per person. The commercial users of the mail shouldn't be required to pay for this enormous volume by increased postage rates.

◆ **A NEAT ADVERTISING PLUG.** Fred Hirschman of The Wolf Detroit Envelope Company, 530 Piquette Avenue, Detroit 2, Michigan commented on our April article which discussed the problem of large mailers who are plagued with crack-pots sending back unsigned cards or empty envelopes. Fred tells us the answer to this problem was only an inch away on the same page of the April issue—the advertisement of Reply-O-Letters. With Reply-O the name and address of the recipient is placed on each card or envelope by the mailer and there is no opportunity for someone to return a blank. It just happens that Fred is in the Reply-O-Letter Division of The Wolf Company. But it is a good idea.

◆ **WHEN INTENDING TO MOVE** it's sometimes best to notify customers in advance. The Atlas Duplicating Service of Philadelphia, who had been located for a long time in the Widener Building, decided to test out a planned move by sending a double postal card to all of their customers. They asked for an opinion on whether they should remain in the Widener Building, within a three-block area, or whether the location made no difference to the customers. They received more than 50 per cent replies on the very first day, with percentage mounting daily. Two-thirds of those replying checked the third alternative: "Makes no difference—move anywhere."

◆ **DRAMATIZING A VACATION** and turning it into practical business possibilities was successfully accomplished by Otto Schulz, president of American Automatic Typewriter Company, 614 North Carpenter Street, Chicago 22, Illinois. Otto flew to Germany where he visited with old friends and Automatic Typewriter dealers. Visited the Fair and many other places of interest. During his trip he wrote interesting reports about what he saw and thought. Those reports were airmailed back to the New York office,

where they were changed into personal letters by brother Bill Schulz, who sent them out as automatically typewritten letters to his friends and customers to give them an intensely interesting running story of a businessman's trip to Europe. Better than any high-pressure sales talk on the value of personal letters.



◆ **SPEAKING OF PERSONAL REPORTS** . . . Earl Samuelson of 343 South Dearborn Street, Chicago, Illinois has an interesting technique. Every month he sends to his customers and prospects a "Mimeoterial." Single 8½ by 11 sheet but processed on both sides. Color of stock changed each month. On the front of the sheet, Earl writes a personal report of some trip or visit he and his wife have made. Interestingly written and nothing to do with business. On the back, a well-executed advertisement of the services of his company, which specializes in mimeographing.



◆ **COLORED CELLOPHANE** always provides a tricky device for getting attention with a direct mail piece, especially those with a two-way story. The Fidelity and Deposit Company of Maryland, Baltimore, Maryland recently issued a clever 3½ by 6¼ inch, four-page folder concerned with the bonding of employees. On the cover, a die-cut square with a picture frame printed around it. Tipped inside was a sheet of red cellophane. Showing through was the angelic face of a male employee with an appearance of wings. The title: "That trusted employee . . . SAINT?" Open folder and the headline reads: "Or SINNER?" With the red cellophane removed, the saint drawing has now changed to a devil with greedy hands reaching for piles of cash. The story then tells the need for insured honesty. Interesting treatment. Folder was designed by Schneiderreith & Sons, 208 South Sharp Street, Baltimore 1, Maryland.



◆ **AMVETS** have discontinued the use of punch boards as a gimmick for collecting funds, so we are informed officially by their Public Relations Director . . . after numerous digs in The Reporter about this questionable method of solicitation.



◆ **A CLEVER SAFETY CAMPAIGN**, originally created in 1946 as plant bulletin board posters by Pitney-Bowes, Inc., Stamford, Connecticut has been revived. Campaign consists of a series of eleven cartoons adapted from an old verse—"The Ten Little Indians." The campaign was so successful in preventing accidents that the Public Relations

...For documentary papers of enduring quality



IT ISN'T SURPRISING—THAT PRINTERS SAY "RISING!"

If you seek business papers with years of wear built into them—that time won't yellow or dull—you can rely absolutely on the word your printer will give you for such papers—"Rising!"

Because he knows paper best! Has a long familiarity with Rising quality. He knows from experience that it stands up. And will confidently and unhesitatingly, recommend Rising Parchment.

Rising Parchment

- is 100% rag
- is Opaque
- is available in 4 weights
- has a distinctive unglazed parchment finish

WHEN YOU WANT TO KNOW
...GO TO AN EXPERT!

Rising Papers

ASK YOUR PRINTER
...HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.

NOW --- COAST TO COAST!

THE GEORGE R. BRYANT COMPANY, which has served consumer direct mail and mail order list users and owners from its Chicago and New York offices, now announces the opening of a west coast branch.

Mrs. Florence K. Peterson, who until December 1950 was manager of mail order sales of Parents' Institute, Inc., brings to her job as manager of the Los Angeles office of George R. Bryant Company, a working knowledge of the requirements and problems of list owners and users.

Wherever you are . . . whatever your list needs . . . call or write the

GEORGE R. BRYANT COMPANY MAILING LIST BROKERS

CHICAGO
NEW YORK
LOS ANGELES

75 East Wacker Drive, Chicago 1
595 Madison Avenue, New York 22
122 East 7 Street, Los Angeles 14

STate 2-3686
Murray Hill 8-2652
VAndyke 9868

Member National Council of Mailing List Brokers



CATCH THE EYE

When you're looking for timely, lively, human-interest photos L-O-O-K to Eye-Catchers for a wide variety of subjects. Write on letter-head for FREE Proofbook #43.

Eye-Catchers, Inc.
10 E. 38 St. New York City 18



multi-use THE ONLY ORGANIZED Clipper ART SERVICE

FREE LAYOUT SAMPLES . . . learn how industrial concerns, lithographers, agencies and many others are using this new method for the preparation of more effective printed matter. Write, right now!

multi-ed. nonclass. Inc. . . 100 Walnut St. PEORIA, ILL.
CREATORS of MULTI-USE TOOLS for BETTER OFFSET LAYOUT and COPY

No. 4 of a series of people YOU have on Your Mailing List.

THIS
IS
HARRIED
HARRY



If he's worth a mailing from you, he gets letters from others, too! So why chance a mislaid, misplaced, misdirected or mishandled reply card? Why allow your reply card to get lost in the shuffle?

REPLY-O LETTER carries your (already filled-in) reply card in an exclusive slip-out pocket. No pencil, pen or fill-in needed on the card! And it stands out in Harried Harry's mail, too.

REPLY-O LETTER users get better returns... for example:

"Reply-O Letter consistently gives 20% more six-dollar mail orders... You can look upon MaToR Book as a well satisfied customer." —MaToR Book Department

Send for sample letters and free copy of "IT WAS ANSWERS HE WANTED."

USE THE
REPLY-O
LETTER



Write to
the **REPLY-O**
PRODUCTS COMPANY

150 WEST 22ND ST., NEW YORK 11
Sales Offices
BOSTON — CHICAGO — CLEVELAND
DETROIT — TORONTO

Department of Pitney-Bowes is offering the use of these drawings to other industrial plants free of charge or any obligation. Write to Frederick Bowes, Jr. He will send you a complete set of reproductions.

◆ SOME MANUFACTURERS are getting organized to have a place on the defense team. This reporter attended a session on April 25 at the Astor Hotel in New York of the "Small Manufacturers Emergency Committee." Interesting addresses by Wendell Berge, Senator John Sparkman and The Congressman Emanuel Celler. Information about this new committee and its work may be obtained from Olga Ross, 1737 Desales Street, N. W., Washington, D. C.

◆ A TIMELY MAILING was made by Wetmore & Company, 1015 South Shepherd, Houston 19, Texas. Within a few days after General Douglas MacArthur's speech before Congress, this progressive, creative printing outfit mailed a typographically perfect booklet containing the complete copy of General MacArthur's address before Congress. The simple title on the die-stamped cover: "Old Soldiers Never Die."

◆ BANK ADVERTISING has been the subject of frequently nasty cracks by this reporter. But nothing we have ever written applies to the beautiful and intelligent direct mail work supervised by Ralph M. Eastman, vice president of State Street Trust Company, Corner State & Congress Streets, Boston 1, Massachusetts. Ralph very kindly keeps us on all of his mailing lists... and frequently we get a bundle containing recent examples of current promotions. Two recent booklets were most unusual. Bound in frayed canvas covers... to simulate old-fashioned ship's log. Ralph Eastman is setting a high mark for financial advertising.

◆ ANOTHER BANK deserves a special pat on the back. The Royal Bank of Canada with headquarters in Montreal, P. Q. issue a monthly, four-page letter to their customers and business contacts. The April, 1951 issue is devoted entirely to the subject of "Writing Better Letters." Very well done.

◆ FLIGHT is the name of a new house magazine to be published six times a year by Air Transport Association, 1107 Sixteenth Street, N. W., Washington 6, D.C. Volume 1, Number 1 came out in April, 1951. It is devoted to promoting the interests of the Post Office Department in the progress of the air postal service. It is interesting reading and you can get on the list by writing to the address given. Preparation

and production is being handled by Dickie-Raymond of Boston. Comes out at a time when there is quite a lot of talk about the eventual possibility of all long-haul first class mail being delivered by air rather than railroad.

◆ IF YOU ARE INTERESTED in efforts being made to conserve future sources of paper, you should read a 24-page, 6 by 9 inch booklet titled: "A New Era of Forest Management." Contains copy of an address made by Vernon E. Johnson, vice president and general manager of Canadian International Paper Company. Dramatic illustrations added to copy paints the picture of progress being made in systematic reforestation. A copy may be obtained by writing John H. Hinman, president of International Paper Company, 220 East 42 Street, New York 17, N. Y.

◆ IMPORTED FOOD DELICACIES are being sold successfully by mail by The Crosse & Blackwell Company. You can get an interesting circular and booklet telling you about it by writing to Dick Randall at 6801 Eastern Avenue, Baltimore 24, Maryland.

◆ SPEAKING OF APPROPRIATE NAMES. The Outdoor Sportsman, published in Little Rock, Arkansas, devoted to fishing and hunting, is published and edited by Marvin C. Bass. The appropriate name is used to good advantage in promotional material.

◆ AN UNUSUAL BOOKLET has been issued by Secor D. Browne of the Purlin Press, Rockford, Illinois. We suppose it is a promotional piece because there is no mention of price. It is a 6 1/2 by 8 1/2 inch 20-page affair called "Trimmer's England." Clever cartoons and well written copy. Describes the difference between the Labor Government of England and our own kind of Democracy. Worth reading.

◆ DIRECT MAIL STORIES are getting more numerous in trade publications. May 1951 issue of National Cleaner & Dyer carried an interesting, two-page article about a mail order dry cleaning operation conducted by Crown Cleaners & Laundry in Mexico, Missouri. A unique campaign was directed to former customers who had moved away. In 1950 orders were received from every state in the Union, and even from Germany, Italy, Egypt, England and Japan. Seems impossible that such an available service as dry cleaning could be sold by mail but author Lon Falold says it is all true.

Incidentally, we were interested in an ar-

d. h. ahrend — a complete direct mail service for nearly 60 years

call

MU 6-3212

and you'll discover an experienced
organization **-AHREND-** where you get
every direct mail facility you need!

catalogs
cash-register copy
sales-minded art
letterpress printing
offset lithography
sales letters
brochures
dealer aids
list selection
mailing

*now 36
awards*

For better direct mail results, use Ahrend. Our clients have won 33 national awards based on results in the past five years alone. Our merchandising analysts and creative staff will advise you or plan your complete campaign. You'll save time—you'll save money—you will be way ahead with Ahrend—the house of creative thinkers and experienced craftsmen.

58 YEARS EXPERIENCE SERVING DIVERSIFIED INDUSTRIES WELL

d. h. ahrend co.

333 EAST 44 STREET • NEW YORK 17, N. Y.

visit us when you're in New York—we're three blocks east of grand central

Improve the Impact of Your Direct-Mail Advertising

Use

HAMILTON

TEXT AND COVER PAPERS



"GERONIMO!"
Sculptured in paper by
Rosemary Tracy.

One sure way to give your direct-mail advertising a refreshing, unusual quality is to print it on Hamilton Text and Cover Papers. For virtually any form of direct mail, these fine papers offer unlimited opportunities to designers, producers and users.

Here are the textures and surfaces, the quality and characteristics to add distinction to books, booklets, catalogs, an-

nuals, broadsides, folders, self-mailers, programs, keepsakes and calendars.

Hamilton Text and Cover Papers are pre-conditioned at the mill to give fast, trouble-free press runs. They print beautifully by letterpress, lithography, silk screen or gravure. Try them. They'll give you and your printer new ideas in the planning stage, and set the stage for better results.

W. C. HAMILTON & SONS, MILWAUKEE, PA. • San Diego • New York • Chicago • Los Angeles

HAMILTON TEXT AND COVER PAPERS

- ☐ **ANDORRA** . . Felt laid finish, unique, rich colors, deckle edge.
- ☐ **GAINSBOROUGH** . . Wave finish, distinctive texture, white.
- ☐ **HAMILTON** . . Fine laid—prominent; deckle edge, white, colors.
- ☐ **KILMORY** . . Laid and wave finishes, unusual colors.
- ☐ **LOUVAIN** . . Wave, vellum finish, white.
- ☐ **VICTORIAN** . . Laid and wave finishes, pastel colors, deckle edge.
- ☐ **WEYCROFT** . . Felted finish; white and ivory.



From the list below, check the brands you'd like to see. A request on your business letter head will bring swatchbooks by return mail, and a list of the merchants who sell these brands. Please address your letter to Dept. R-6.

ticle in the April, 1951 issue of American Drycleaner. Written by Bill Stover of this reporter's old home town—Chambersburg, Pennsylvania. Shows how a local laundry can handle its public relations.

♦ **THE FLESCH FORMULAS** are being used by Gaylord Johnson, 55 East 10th Street, New York 3, N. Y. to promote his copy analyzing and correcting service. In a recent mailing, he made an offer to analyze letters or other direct mail pieces as a "readership doctor." Write to him for full details.

♦ **A NEW WRINKLE** in simulated handwritten memos was used recently by The Commercial Travelers Mutual Accident Association of America, Utica 2, N. Y. The copy was written in pencil script and reproduced on a 6 1/8 by 8 1/2 inch piece of yellow pad paper with the blue horizontal lines. The memo was attached to circular describing latest offerings. Gave a very personal touch.

♦ **GULF SERVICE DEALERS** are currently using an out-of-the-ordinary post card. Printed on laminated stock . . . white on one side with blue velvet finish on message side. The following copy is printed in red and silver: For S-M-O-O-T-H Velvety Performance Your Car Needs Gulflex Registered Lubrication."

♦ **RECENTLY WE RECEIVED** an interesting report from John J. McHale of The Newman Press, Westminster, Maryland on how this publisher of Catholic books operates their business entirely by mail, without benefit of any personal force. A continuous campaign of well-planned promotional pieces with the main backbone being a bi-monthly catalog to all the Catholic clergy in the country. In just a few days after receiving Mr. McHale's report, this reporter had the pleasure and privilege of addressing the annual convention of the Catholic Publishers Association at the Hotel Roosevelt in New York. A most enthusiastic and friendly audience. Very few people realize the tremendous volume of mail used by religious publishers of all denominations. It is one line of "business" where honesty is always the first policy.

♦ **SOME ADVERTISERS ARE CURSED** with the jitters. Every time Page One has had bad news, you'd think they work in a post office—they cancel everything. They're sure adversity is just around the corner. For these gloomy gents with the timid tickers we recommend a little booklet issued by

Associated Business Publications. It's titled "How Much Does NO Advertising Cost?" We picked up this item from the always-good "B-B Shots" published by Byer & Bowman Advertising Agency, 203 East Broad Street, Columbus 15, Ohio. Reporter readers might like to get a copy by writing to Associated Business Publications 205 East 42 Street, New York 17, N. Y.

◆ **ANOTHER INTERESTING NEWS LETTER** is a syndicated, four page bulletin called "Today's Advertising." It is prepared by the Agency Publishing Company, 175 Fifth Avenue, New York 10, N. Y. and issued monthly to advertising agencies around the country on an exclusive territory basis for mailing to clients and prospects. Analyzes and digests current events in terms of their effect on advertising. You can get information by writing to Robert Kaye at the address given above.

◆ **INSTITUTE OF LIFE INSURANCE**, 488 Madison Avenue, New York 22, N. Y. is doing an outstanding job in promoting the industry of insurance in the country's economy. Recently Donald Barnes, director of the Promotion and Advertising Division, set up an impressive and expensive 9 1/4 by 12 1/2 inch pocket portfolio, which was mailed to some two thousand life insurance executives, members of both Houses of Congress, state governors and other public officials. The portfolio contained twelve different booklets, charts, advance proofs, reprints of articles, etc. to show what can be done to really check inflation if the public understands its cause and accepts its cure.

◆ **TALKING OF BEAUTIFUL PRINTING**, you should see the elaborate, spiral-bound, 9 by 14 inch, 32-page brochure issued by The Meehan-Tooker Company, Inc., 160 Varick Street, New York 13, N. Y. The title: "Color Lithography." Illustrated in full color throughout, with examples of work produced by this concern covering many industrial applications. Brochure was designed by the M. A. McCartin advertising agency, 122 East 42 Street, New York 17, N. Y. Congratulations to all concerned!

◆ **ONCE AGAIN** Frank M. Totton, president of Young Men's Christian Association of the City of New York uses the old tried-and-true method of attaching a personal business card to a copy of the Association's 1950 Annual Report. Printed on the card in Frank's own handwriting is this short message: "You help a boy when you help the 'Y.' F.M.T." This stunt always gets favorable attention.

◆ **ANOTHER PRINTER** doing a bang-up job of promoting its own products and services

is The Veritone Company, 2701 Lehmann Court, Chicago 14, Illinois. Just saw six of the artistic and colorful pieces being used during the 1950-1951 campaign. No wonder some of these works of art won "certificates of excellence" in the 1951 American Institute of Graphic Arts Awards. Write to Vernon K. Evans, president, if you would like to see samples.

◆ **SOME OF YOUR TYPE AND PRINTING EQUIPMENT** has already gone to war. The American Type Founders staged quite a party over in Elizabeth, New Jersey when



the first unit of a new 76 millimeter gun was officially turned over to the Army by Thomas Roy Jones, president of Daystrom, Incorporated (ATF parent company) and Edward G. Williams, president of American Type Founders.

◆ **NECKTIES** are still being mailed by a charity organization in spite of the fact that the rust Office Department frowns on the mailing of unordered merchandise even when used as a gimmick for charity appeals. This reporter recently received a tie. The label on the outside envelope indicated it came from The National Society for Crippled Children and Adults, Inc. of Chicago. But the appeal inclosed with the tie was from The Necktie Workers' Organization of St. Louis. Although the tie bears a regular manufacturer's label, the pitch indicates it is the product of disabled workers. It is not a good way to raise money.

◆ **INCIDENTALLY**, Joe Barnes of Perkins Glue Company, Lansdale, Pennsylvania sent us a clipping from Philadelphia Evening Bulletin . . . the legal advice column. A reader asked about his responsibility on a package of unordered cards. The legal adviser advised immediate return or recipient would have to pay. Nuts. The Post Office says there is no responsibility to return or pay.

◆ **IF YOU ARE WORRIED** about the tax situation, write for a clever 5 by 7 inch, 42-page booklet written by John L. Beckley and illustrated by R. Roberts Baldwin. The

(Continued on page 38)



"NO ROOM... NO ROOM!" CRIED THE MAD HATTER!

Why pay premium office-space rentals for your mailing-lists, addressing equipment and Direct-Mail personnel, the year around . . . why crowd your organization from January to December to make room for employees and mailing equipment that you use only a few days, or hours, at a time . . . when you can have all the low-cost room you need, PLUS an instantly flexible mailing organization, by transferring all your mailing operations to *Circulation Associates*?

No room? Even the Mad Hatter would say there's plenty of room in the 40,000 sq. ft. in which we maintain more than 20,000,000 stencils for many of the country's most active users of Direct-Mail . . . plenty of room for all the stencil-cutting, filing, addressing and mailing that you need . . . plenty of room for the accurate fulfillment of orders and subscriptions by experienced personnel who do nothing else from one year's end to the other! Plenty of room, in which we now handle part or all of the mailing operations of leading Direct-Mail users in almost every conceivable business, industry and service, including your own!

Solve all of your mailing problems, now and finally, by turning them over to *Circulation Associates*. Write, phone or wire today!

Write today for your free copy of "TWO SOFT-BOILED EGGS—AND A KIND WORD" . . . a specially prepared brochure that will give you a few chuckles . . . and a lot of ideas about handling your Direct-Mail!

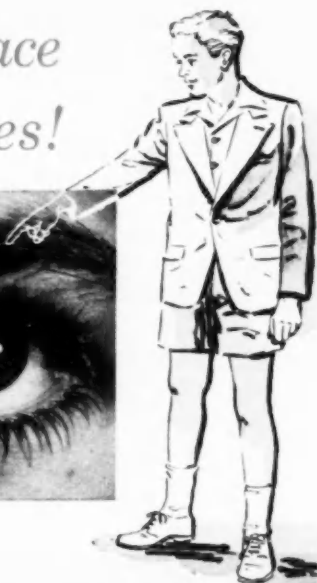
CALL COLUMBUS 5-3150

CIRCULATION ASSOCIATES

List Maintenance and Addressing • Speedamut, Addressograph and Elliott Stencils • Triple-Head Multigraphing • Offset and Letterpress Printing • Mailing Operations • Complete Direct-Mail Campaigns

1745 Broadway • NEW YORK 19, N. Y.

Beneath the Drab Surface He Sees Hidden Riches!



In the lower Transvaal town of Potchefstroom, South Africa, lives a teen-age boy with the most remarkable eyes in all the world.

Pieter van Jaarsveld can see beneath the surface of the earth!

His vision penetrates far, far down . . . hundreds of feet into the barren backveld soil . . . to disclose hidden veins of water, diamonds, gold, oil and coal. The success of young Pieter is phenomenal. In his last 200 divinations he has failed but 10 times!

How does he do it? Pieter doesn't know. He says he just "sees" the water or minerals. "Water," he says, "looks like a beam of light on the surface."

Diamonds are flashing white spots . . . easy to see. Gold, oil and coal look very much alike. Gold resembles a black vapor. Oil is even darker. Coal is lighter than either.

This gift of X-Ray vision has been given to only one man in all recorded history. How fortunate it would be if *all* men possessed the eyes of Pieter van Jaarsveld, so that they might see beneath the surface . . . so that they had the power to peer through drab envelopes and behold the valuable contents which often lie hidden within.

However, there's *another way* to let men of normal vision discover the precious contents of a mailing. It's the TENSION way . . . envelopes as bright and compelling as their contents. Envelopes designed to draw attention and encourage opening.

Tension knows what it takes to make an envelope arresting and inviting. Years of experience, and the skill to create and produce envelopes of outstanding effectiveness make Tension your best source for envelopes that get results!



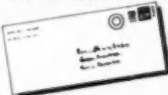
for every business use

TENSION ENVELOPE CORP.

522 Fifth Ave., New York 18, N. Y. • 5001 Southwest Ave., St. Louis 10, Mo.
125 North Second, Minneapolis 1, Minn. • 1917 Grand Ave., Des Moines 14, Iowa
19th & Campbell Sts., Kansas City 8, Mo.
Over 100 Representatives Selling Direct to User

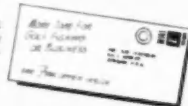
HOW AN ENVELOPE GAVE A CLUE TO HIDDEN RICHES

A leading manufacturer decided to test plain vs. illustrated envelopes in a mailing designed to sell an office machine.



Part of the list received a broadside in a plain corner card envelope...

The rest of the list received the same broadside in an illustrated envelope.



THE ILLUSTRATED ENVELOPE PULLED 33 1/3% BETTER!

This mailing brought live inquiries from 15% of the entire list. The only variant in the test mailing was the envelope . . . therefore, the envelope alone was responsible for the big 1/3 increase.

HERE IS THE FIRST STEP TO
BETTER RESULTS FROM MAIL
Send Coupon Now!

Tension Envelope Corp.

(Factory nearest you), Dept. H-2
Send me my free copy of **ENVELOPE ECONOMIES**... Tension's periodic publication of suggestions and ideas for making mail more effective.

Name

Firm

Address

City Zone State

IN USING DIRECT MAIL -- KEEP YOUR EYE ON FUNDAMENTALS

by Louis J. Sperling

REPORTER'S NOTE: All of us engaged in direct mail work need a good solid reminder about fundamentals once in a while. So here is a lu-lu. It's a transcript of a talk delivered at a sectional direct mail meeting in Syracuse, New York by one of the partners in the Beaumont, Heller & Sperling Agency of Reading, Pennsylvania. Read it carefully.

We all know *what* direct mail is and *how* to use it. That involves all the details of copy, stamps, envelopes, paper stock, color of indicia, type of indicia, schedule dates, etc. The mechanics of direct mail are too well known to need elaboration. And we all know *why* we should use direct mail. But we sometimes *forget* the reasons which make it a powerful sales tool, and when we do, we fail to use it to the best advantage.

So I'd like to point out some of the reasons for using direct mail and some of the fundamental things to remember when using it. I'd also like to show why it should be an important part of the average advertising program, and give some suggestions on how to keep it sold—if the client begins to question its value.

One basic reason for using Direct Mail is its bull's-eye efficiency. It goes direct to the prospect from you. And it goes to two, ten, or hundreds and thousands of people, no matter who or where they are, with the same effectiveness as to your most important prospect. So Fundamental #1 is:

Remember that direct mail is an easy and effective way to multiply your personal selling efforts.

"Take a thousand letters, Miss Brown."

Naturally, nobody would ever say that to his secretary—not unless he wanted her to fall into a faint or quit.

But many times in a day, you do say "Take a letter, Miss Brown."

If you have a sales story to tell about the product or service of your company, and if you have 1000 customers (or 1000 carefully selected prospects) to whom you want to tell that story—all you have to do is say, "Take a letter, Miss Brown." Then give the order to duplicate (by whatever process is most suitable to the character and importance of the message) 1000 copies of that letter. In effect, then, Miss Brown has taken 1000 letters. And you have contacted more people in a day or two than you could perhaps contact in a year. You've spread yourself thin—without reducing your selling punch.

Fundamental #2—Remember that the letter is a powerful sales and advertising tool! Create and use it with care.

When you say "Take a letter, Miss Brown," you want to *carefully* dictate the letter and then *carefully* check the typed copy to make sure that you selected the most effective words to transmit your sales message. What you say in a letter remains as a positive, written record of the discussion, to be filed for future reference and verification by both yourself and the person to whom you wrote. You said it—Miss Brown typed it. It's there in black and white—it can live to praise you or damn you—to bring you business or to lose you business. So, be careful what you say, and how you say it.

Fundamental #3—Remember that Direct Mail is the nearest thing to a personal call.

Sometimes your clients, or the managements you serve, may begin to wonder if a continuing direct mail program should be carried on. I think

I have an answer to that, and an honest answer.

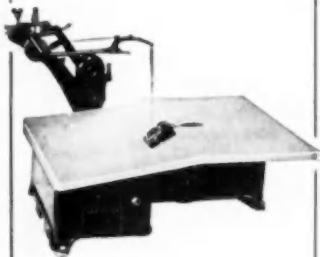
When one of our furniture store clients started to wonder and question (even though his direct mail program was producing good results at an advertising cost of 3%), my answer was this.

I told him there was not one single operation in the management of his store that equalled his Direct Mail program in importance.

For this reason! I pointed out that if he, the President of the store, had the time to go out each day and call upon as many people as he could find at home and say, "Hello, Mrs. Smith. I'm Mr. Harrison. I just happened to be in your neighborhood and thought I'd like to stop by and tell you we've missed seeing you in our store for awhile. We want you to know we've missed you. And, by the way, we have some mighty fine new furniture on display, and it's marked at very low prices. You know, of course, your credit is ace high with us, so if you get a chance, stop by. It will be a pleasure to see you and if you need something, you know we'll arrange terms that will make paying mighty easy." If you, Mr. Harrison, I said, had the time to do that, you know that it would be the most important thing you could do to insure customer friendship and the success of the store. But I know, and you know, that you haven't got the time to do that, and if you did, it would be too expensive—and how long do you think it would take to contact 17,000 homes? It certainly would be a valuable task, but it's an impossible task.

So what's the next best thing to do? You know the answer—put into writing

**SAVE TIME
AND MONEY!
TIE BUNDLES
AND PACKAGES
THE EASY WAY
WITH THE FAMOUS
SAXMAYER
NO. 6 TYING
MACHINE!**



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A
NATIONAL
BUNDLE TYER COMPANY
Blissfield,
Michigan

in a friendly letter, the very things you would say if you stood on your customer's doorstep. Anything you want to say in person can be said in that letter, and most often, said better, because you give far more thought to what you write than you give to what you say. There's nothing under the sun that can equal the power and effectiveness of that friendly approach. That's why it produces results at half the cost of other forms of credit store advertising.

I gave an honest answer to that client's question. That was seven years ago. He hasn't raised the question again since that time.

Fundamental #4—Remember that a good idea stays good.

Everyone has been up against the fellow who says: "I wonder if we shouldn't make a change in our letters. I'm afraid that some of our customers may be getting tired of them."

Clients and management are always looking for something new; they're always looking for a change. They have no substantial reason. They just want something new.

I don't question that a change of pace, and a new approach is often needed. But make sure it is *needed*, and if you're not sure it is, don't be talked into changing horses when it isn't necessary. I pointed out to an advertising manager who recently raised this question that during the years he was using the letters, there was a constant growth and a continuous turnover in his list. People die and they move. Young people who are single today, get married tomorrow. The parade goes on—and you're advertising to that parade. If what you said in your advertising was good yesterday, nine chances out of ten, it's equally good today. That's fundamental.

Sure, times have changed, but human nature, human emotions, human reactions have not changed. Then I prove that point by showing that the very same letters that store used with good results 15 years ago are being used today by another store, in another city with results that are equally as good if not better.

I've often found that a good answer to the people who are looking for a change, a new idea, a new approach, or a new slogan is what I call my Coca Cola and Wrigley answer.

For as long as most of us can remember, Coca Cola has merely said, "Drink Coca Cola—it refreshes," or

"It's the pause that refreshes." You have never read why it's good or why Coca Cola refreshes. Wrigley's has said for ages, "Chew Wrigley's. The flavor lasts." You've never read one line of copy that said why Wrigley's was good or how the flavor would last. No one can question the success of either Coca Cola or Wrigley. No one can deny the tenacity with which they have adhered to their simple, but *proven* advertising and selling appeals.

So, if your sales approach has proven itself, think well before you change it. Remember that your audience is constantly changing. What was old stuff to your listeners or readers yesterday is new stuff today because you will have a high percentage of new people in your audience.

Fundamental #5—Remember the contacts, when counting the costs.

At a Direct Mail conference in Chicago recently, considerable time was devoted to the demand for store traffic and the need to develop mailing pieces that would bring more and more people into the store. There isn't any question about the value of producing letters that bring more people into a store, or producing letters that result in substantial quantities of inquiries and sales leads for distributors of manufacturers or for industry. Effective Direct Mail should produce effective results.

But here is something we must all keep in mind. We dare not permit management to become so engrossed with the measurable response to a mailing that they overlook a very important fact. This fact can be demonstrated with a hypothetical example. Suppose you have a list of 10,000 people or companies and that your measurable response was 5% or 500. Would you call the mailing to the 9500 who did not respond a total waste? Certainly not, I know *you* wouldn't. But your client or management, too concerned with actual response, could very easily look upon this missing 9500 as a waste of time, money, and effort. You know that's wrong, because if the letters were carefully prepared and did a good job of telling the story of the product or service, 9500 good contacts have been made to 9500 good persons or companies, and that's the next best thing to making 9500 personal calls. Certainly there's no waste there.

Fundamental #6—Remember to keep Direct Mail in its place.

Direct Mail forms an important part

Tell it to Kimberly-Clark

An idea exchange service for
advertisers and buyers of printing

Let your colors set the mood!

Too often, personal opinion enters into the selection of colors for an advertisement. Actually, there are basic psychological reactions to most colors which should be taken into consideration. Blue creates a feeling of coolness, freshness, cleanliness—and is the favorite color with men. Red rates first with women, and is the "exciting" color; browns and tans are warm, dignified, and frequently appetizing in the case of foods, while purple is often depressing. Light or bright yellows are cheerful, and black on yellow is the most legible of all combinations. If you choose colors carefully, they'll help achieve the desired mood in printed advertising—and you'll avoid many common mistakes seen every day.

*George W. Straub, Art Director,
Outdoor Advertising, Inc.*



I got off my printer's neck!

Recently I checked back over a 12-month period and found that almost every job we had given our printer had been a "rush." I also found that most of the mistakes and overtime charges were a result of his having to meet our hurry-up deadlines. So I tried eliminating the word "RUSH" wherever possible, on work going to the printer. Since then, type proofs have been near perfect the first time—extra charges have been reduced—and the work is being completed almost as fast as before!

*Lucius W. Mendenhall,
National Aluminize Corp., Chicago, Ill.*

A 7-carload "dream"?

No—when the Toni Company ordered an amazing 7 carloads of printing paper



for a hair-care booklet, the order was based on facts—not someone's "dream"! For in the exacting school market (where the booklet was offered), material of this nature must fulfill a definite need to be successful. The need was discovered and a booklet prepared, based on the findings of Toni's field-trained Education Staff. Basically non-commercial in nature, the booklet gives teen-agers real help in the



art of hair-care. And in so doing, the Education Staff knew what the demand would be—accurately predicted a printing requiring 7 carloads of paper! Yet even now, it looks like that order may only be the first!

*Leah L. Anderson, Educational Director,
Foote, Cone & Belding, Chicago, Ill.*

Do you have an item of interest?

Tell it to Kimberly-Clark!

You, as an advertiser or buyer of printing, are invited to contribute to this column. Any item of interest pertaining to advertising or printing is acceptable, and becomes the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of similar contributions, only the first received will be eligible for an award. Address Editorial Dept., Kimberly-Clark Corporation, Neenah, Wisconsin.



As paper is once again on allocation, help prevent the shortage from spreading. And remember—you add crisp freshness and sparkling new sales appeal to all printed pieces—at less cost, with less waste—when they're done on fully-coated Kimberly-Clark printing papers. Use them whenever possible.

Kimberly-Clark Corporation

NEENAH, WISCONSIN

Quality Machine-Coated Printing Papers

Hifect® Enamel Lithofect® Trufect® Multifect®



Profit Prophet!
 "I see longer Offset runs
 ... greater uniformity
 ... important profits
 for YOU with
**REMINGTON RAND
 PLASTIPLATES**

A sure-fire prophecy... Direct Image and Photographic Plastiplates will give you longer offset runs with greater uniformity... and important job-profits in a surprisingly short period of time.

The patented plastic, no-grain surface of Remington Rand Plastiplates makes them the nearest thing to stone lithography for press shop use... assures you of line and half-tone reproduction that is brilliantly "alive". Direct Image Plastiplates are ideally suited for drawings or tracings, faithfully retaining every detail and every bit of shading.

Pressmen appreciate Plastiplate's great advantages. They're "self-cleaning", more convenient to handle than paper or metal, easily filed for excellent re-runs.

Make The **PLASTIPLATE** Press Test... Today!

To convince yourself of Plastiplates' superiority, make a trial... your press will prove it. We'll gladly furnish you with 3 free Plastiplates so you can compare results. Simply write, or use coupon.



Remington Rand

Remington Rand, Business Machines & Supplies Division
 Room 2128, 315 Fourth Ave., New York 10, N. Y.

☐ Please send me FREE folder DS 62 "Proving New Office Offset Duplicating Profits with Plastiplates"

☐ My Duplicator is a _____ Model No. _____

Send me FREE Plastiplates ☐ Photographic ☐ Direct Image. I use a _____

Typewriter with a ☐ fabric ☐ carbon paper ribbon.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Free

FREE folder DS 62 fully describing the quality and economy you'll enjoy from Remington Rand's Plastiplates is yours for the asking.

of the advertising program of practically every account we serve. But, we always make sure that we apply it only in its proper relation to the overall program and in the proper percentage of the advertising budget. Sometimes, Direct Mail, like any other form of advertising, can do a good job all by itself. But we all know that in many cases several mediums must be combined to supplement each other in order to insure maximum results.

It's quite possible that because of our great interest in Direct Mail that we devote more attention to it than most agencies. We believe Direct Mail can be a valuable ally in reaching advertising and sales objectives. We do not, however, place a disproportionate value on its use. Much of the Direct Mail we use for our clients merchandises their publication space. It not only supplements the publication advertising but also enhances its value. We lay particular emphasis on the mailing of reprints with cover letters or memorandums, or by the use of various trick devices employed to get attention to the reprint. This, we know, is one way of making certain that the publication advertising of our clients will reach their key prospects.

There are many other jobs that Direct Mail can be given to do, and do well. We know that it builds friendship; spreads out selling effort; reaches the prospect inexpensively; touches him emotionally; merchandises the advertising; and is a permanent, powerful selling tool. In fact, it's a "stand-in" or an understudy for the person himself. It can do whatever you might do personally to build and close a sale. And often, it can do it better because it puts less pressure on the prospect. If you get to know and like direct mail—and create and use it with care—it will reward you with excellent results.

When sales are hard to get, when you want to be sure to reach, at low cost, the very best customers and prospects for your products or services, call in your secretary, and say "Take a letter, Miss Brown." Then duplicate that letter as many times as necessary to cover your carefully selected list of customers and prospects. That's putting Direct Mail to work.

Keep in mind that "When the going is tough—GO DIRECT!" Direct Mail, that is. But be sure to keep your eye on fundamentals, if you want to make Direct Mail pay.

CUTTING DOWN TIME TO WRITE COPY

by Dean Burgess

REPORTER'S NOTE: Other articles by Dean Burgess have appeared from time to time in *The Reporter*. Here's another helpful one from his gifted mind. He sure makes copywriting interesting.

Every copywriter has, at times, turned out good copy in a matter of moments, but the next day he finds he cannot compose a single line of copy, even though he struggles from dawn till dusk.

Good copy is like good cooking—the process cannot be rushed. Most of us don't realize it, but our copy is not composed at our desk—there it is merely transcribed. The copy is actually "written" in our minds, before we so much as touch pen, pencil, or typewriter.

By giving our minds time to work, before we even try to put the "copy" on paper, copywriting can be changed from a long, hard, nerve wracking job, to a comparatively short, easy and pleasurable one.

The method which works best for me is to divide the copywriting into three short periods, on three successive days, rather than try to complete it in a single day.

Today—Review the essential information.

The Second Day—Write, re-copy, without "polishing."

The Third Day—Review and complete the copy assignment.

Today—Review the Information

A review of the information needed to write a piece of copy may take only five minutes—it may take an hour—it may take all day—or even more.

That is pretty well determined by the amount of education you or I have had on the subject of our copy. It is a product entirely new to us, we may find it necessary to review loads of

literature, interview salesmen, dealers, customers, and the advertiser. I have travelled all day with a distributor, by motor car, calling on farmers, to educate myself on tractor oil.

This only begins what a copywriter may do. The more of it he can do, the better copy he can write.

But, with the exception of a new product, most of this has been done. Only a review may be necessary—a review of literature—a review of certain points. Or—possibly we had a few good testimonial letters that we intended to use some day—getting them out and reading them again may help in our education.

Notes can be made, or not—if good ideas—or seemingly good ideas occur, by all means they should be written down. If not—there is no use forcing the mind, and no use making notes.

Don't try to write the copy—merely review all information.

Tomorrow—Write any Sort of Copy.

After the review, no effort should be made to form the message—the copy will "write itself," or it will not be written. If, absent-mindedly you find yourself thinking about it—keep right on thinking as long as you can—but don't force your thoughts.

Then—the second day—place a piece of paper on the desk or in the typewriter, and start writing.

You have a message in mind, or you have not. If you have, it is easy to write.

If you do not, write something—anything—like—

"The cow jumped over the moon, and I wish he had taken this blasted thing-a-ma-jig with him, why do people buy it anyway and why O why was I assigned to write a copy for it and what made that old geezer think it

would sell. O, I suppose because—" and pretty soon you are writing copy.

Pay no attention to arrangement or order—put on paper, whatever comes to your mind. That is the only job at the moment, to put on paper whatever thoughts are in your mind. Thoughts can be arranged in order later.

Now this entire job, on an ordinary piece of copy, like a sales letter, a small circular or advertisement (one subject only) can usually be done in ten to fifteen minutes—sometimes five.

When the copy has been finished—stop.

Don't correct a comma—don't even re-read it—put the copy aside until tomorrow.

The Third Day— Review and Complete the Copy

Comes the third day and your copy is written. Maybe it is not on paper yet, but it is firmly established in your mind. Forty eight hours have passed, and in that time, through your mind have passed, at least, forty eight thousand ideas about that subject.

Out of those ideas forty thousand, forty seven thousand, and then forty seven thousand nine hundred and ninety nine have been rejected, and you have the one idea left that is the idea you want to use in that copy. It just must be good.

Maybe fortune has favored you—maybe the idea you put on paper yesterday is the one—just as it is. Maybe it is okay, with a few slight changes. Or—maybe that is one of the forty seven thousand nine hundred and ninety nine ideas you have rejected and you now have a new one in its place.

At any rate the copy is written.

This formula doesn't always work—it isn't 100 per cent sure—but it comes close—works in about eighty nine per cent of all cases, I would guess.

Take three days—sure. Just start two days earlier. Try it on your next assignment, and I believe you will find, as I have, that time taken to write copy can be cut in half—and—better copy.

WARNING: If any of our readers receive a subscription appeal from another "Reporter" at another address on 42nd Street, New York, don't get confused as a number of our subscribers have been. The other "Reporter" is devoted to a conglomerate of essays on world events. To be sure, be sure you order only *The Reporter of Direct Mail Advertising* and the new address is 53 1/2 Hilltop Avenue, Garden City, L. I., New York.

A RETAILER EXAMINES DIRECT MAIL

by James Rotto

I don't know whether it's true that Latins make lousy lovers, but in the twenty odd years I've been hanging around department stores, I've found that they make lousy use of Direct Mail.

For the past twenty years I've made one or two speeches a year calling Direct Mail the stepchild of Retail Advertising—and after all this chest thumping, I find it's still a stepchild.

Of course, it's easy to understand why it's so. Retail advertising departments are geared up to produce newspaper advertising, and so long as they can slap a page ad in the paper overnight, they're not going to fool around with printing bids, folding, addressing, inserting, and all the details necessary in producing a volume of Direct Mail.

We don't have anything against newspaper advertising since we are by far the largest user of newspaper advertising in Washington and probably the third largest in the United States. However, we know that Direct Mail deserves an important place in our schedule since it can get over a message in a personal intimate manner that no amount of newspaper advertising has ever been able to do.

We spend in the neighborhood of \$150,000 a year in Direct Mail, not necessarily mail order copy, since most of it is designed either to sell a service or to bring a customer into the store the next morning. We honestly don't know whether \$150,000 is the right amount or not, and undoubtedly we would spend very much more than that if we could think up enough practical ideas to warrant the use of Direct Mail. In other words our Direct Mail budget is limited only by the number of ideas we are able to create for its practical use in the course of a year.

Some weeks ago I wrote to the Advertising Managers of some ten or twelve of America's top stores asking for examples of their best Direct Mail efforts for this meeting, and I wasn't too surprised to find that half of their answers were in this vein, "Sorry, we

don't produce too much Direct Mail" or "The only Direct Mail we use is in the form of manufacturer's statement enclosures."

Any Direct Mail practitioner knows that retail stores have access to the best lists of prospects in the world—their own customers who buy on the average of less than \$200 a year in any one department store—but instead of spending a few pennies to hold on to the customers they have, most stores seem to prefer to spend thousands chasing new customers through newspaper advertising.

Now I have nothing against the newspapers per se—our store spends over one million dollars a year in the local papers—but we also spend close to \$150,000 annually in Direct Mail because we believe there are certain things the personalized appeal of Direct Mail can do that newspapers can't and vice versa for a volume store there are certain things in which the newspaper is preeminent.

I am not one of those fanatics who believes that any one medium outpulls all the others. We are constantly testing the papers, Direct Mail, television, etc. to see where any or all media can best be put to work. The use of one media can be overdone, such as the Direct Mail enthusiast who mailed his girl a written proposal every

day for thirty days—on the thirty-first day she married the Postman.

The only way for a store to make Direct Mail pay its way is to plan it just like any other advertising activity. This sounds so obvious you might wonder why I even say it—but surprisingly enough few stores plan their mailings on a regular basis. Usually it's something like this. The clothing department has a \$600 ad scheduled next Friday and when he gets his proof on Tuesday, the clothing buyer rushes around to the Advertising Department and shouts, "How about shooting out fifty thousand letters to our customers about this sale?"

"Are you crazy," the ad man screeches. "It will cost you \$1500 on top of \$600 for the ad and besides we could never get it out on time to hit with the ad." After a few verbal fireworks they settle for 5000 postcards . . . maybe.

There are a handful of well run stores such as Marshall Fields, Bambergers and The Hecht Co. where Direct Mail schedules are planned six months and more in advance.

Right now, for instance, we are planning our Christmas Catalog, deciding on the format, the printing process, the number of pages and setting up deadlines accordingly. Likewise, our new Virginia Store program is in preparation way ahead of opening date.

But outside of these big jobs, there are a multitude of small mailings that go on day in and day out that keep the customer believing the store has a personal interest in her, something that no mass medium has the power to do.

For example, how else could you invite the mother-to-be to consult our maternity advisor without offending her through the medium of the mails . . . or what more effective method of asking the future bride to avail herself of our Bridal Bureau service.

Credit is another service that calls for a personal appeal. Stores that



James Rotto . . .

REPORTER'S NOTE: James Rotto is Sales and Publicity Director of The Hecht Company, F Street at 7th, Washington 4, D. C. He appeared at recent clinic conducted by Washington Advertising Club. This reporter heard the sound and sensible talk and insisted on having it for all the readers of THE REPORTER. Hope you enjoy it as much as I did.

overemphasize credit in their newspaper, radio, or television messages take on the flavor of so-called borax operations—but credit invitations personally addressed are accepted as individual invitations and are more effective.

Probably you would like to hear about some specific use of retail Direct Mail. Rather than start off with my own examples, I would like to tell you about one of the most unique mailings for which I am indebted to Lit Brothers of Philadelphia. In connection with a Life Magazine promotion that was titled "Keeping up with the Joneses" they mailed an invitation to 2200 Philadelphians named Jones asking them to attend a television broadcast and enclosing a card entitling the recipient to a miniature Hawaiian orchid. Naturally, an invitation of this sort could not be aimed at all the Joneses through any other medium but the mails, and Lit reported to me that fifty per cent of those who received the invite attended the show. A perfect example of the proper use of Direct Mail. A rifle shot at a selected target instead of a blunderbuss.

Another excellent use of Direct Mail comes to me from Filene's in Boston. On a fancy French fold gold paper they invite a select list of customers to an exclusive showing of Nettie Rosenstein's Fall and Winter collection of gowns at the Copley Plaza Hotel with a tariff of \$2.75 a ticket including champagne cocktails. A clever persuader is a footnote reading, "Since seating capacity is limited, please do not request more than two tickets."

The most interesting use of Direct Mail at The Hecht Co. continues to be our annual Valentine mailing to charge customers who had failed to purchase for three months or more.

The mailing consisted of a French fold Valentine card with a piece of felt in the shape of a heart pasted on the front page and copy as follows:

"You used to love us,
But of late
You haven't used
Your Shopping Plate . . ."

It opened up to the following:

"We wish again for us you'd pine,
Please, won't you be our VALENTINE?"

and continued (on the inside)

"Perhaps you've bought our wares for cash,
Then, too, you may have been away,
We hope you do not deem us brash
For wooing you this 'heart's' way!"

"Oh, won't you use your Shopping Plate
Twill show us sure how we do rate,
A little Sale is just the thing
We need to make the Hecht heart sing!"



How many People...per month read your business letters?

Your answer to this question will indicate the importance of your business stationery because, in every correspondence contact, your letterhead must substitute for the personal impression created by your company offices. Clear recognition of this fact has led many executives to make a more careful study of their letterhead needs than ever before.

To help you develop adequate letterhead representation for your business, Neenah developed an original service which has proved its value to thousands of executives. The service combines a set of psychological principles, a basic kit of letterhead designs, and a nationwide survey of letterhead preferences. These are fully described and illustrated in a portfolio.

The Psychology of Business Impressions

The portfolio and Letterhead Test Kit are free to executives. To secure a copy, ask your printer, engraver, or paper merchant. If you prefer, write direct on your business stationery.



NEENAH LEDGER PATTERN KIT

... a portfolio containing useful data for designing special forms: ruling guide, punching and perforating guide, ledger selection chart, color control ideas. Ask for a free copy



NEENAH PAPER COMPANY
NEENAH, WISCONSIN

Stencil Addressing Service

• Addressograph

• Elliott

• Pollard-Alling

• Speedumat

Your mailing lists set up on stencils,
corrected, addressed as instructed on
your envelopes, cards, publication,
mailer strip, anything, any size.
Also Subscription Fulfillment, system
to system changeover, or your private
department transferred.

GLOBE ORGANIZATION INC.

480 Lexington Ave., N. Y. 17—PLaza 3-7938



Specialists in
ENVELOPES
and
Outstanding Service

→ AIR MAIL
→ CATALOG
→ MERCHANDISE
→ POSTAGE SAVER
→ OFFICE SYSTEMS
→ PACKING LIST
→ EVERY OTHER STYLE
→ COIN



THE HOUSE OF ENVELOPES . . . AND ENVELOPE IDEAS!



If you'd like to receive our brisk little publication "THE POSTMARK," you have only to request it. Please use the coupon below.

**GARDEN CITY
ENVELOPE Co.**



Garden City Envelope Co., 3001 N. Rockwell,
Chicago 18, Ill.
☐ Please put my name on "THE POSTMARK" mail-
ing list

My Name _____

Company _____

Address _____

3001 N. ROCKWELL ST.
CHICAGO 18, ILLINOIS
Phone COrnell 7-3400

"We love you much,
Think you're divine,
Recip-ro-cate,
Sweet Valentine!"

The response was not only phenom-
enal, but our customers got into the
swing of the thing by busting out into
poetry themselves. Here are some of
the answers:

"Your coy request I must decline,
I cannot be your Valentine.
But I think the idea mighty fine
However, keep the record straight
You'll find I used my charga-plate
And at a fairly recent date."

"I used to love you early and late
And always used my shopping plate
But since my drapes are not hung straight
I got to Sears, who are open till right."

from a Lt. Col. USAF

"I love you still,
But am so broke,
I don't have food
To fill my Poke,

"Wish I had cash, I know
Right to The Hecht Co. I would go,
But not having cash—and credit low,
You might have to sue me to get your dough,

"Your plate I carry in my purse
Memories of happier days to nurse,
I think your store is just divine,
So I'm no one else's Valentine."

After several years, the thought
struck us, why not send a similar mail-
ing to our manufacturers, and we did.
On this one we pasted two felt hearts
with this piece of copy:

"Two Hearts
That Beat As One
Aluminum Cooking
AND
The Hecht Co.

"The we've traveled widely,
In fact, most everywhere,
We've never found a company
That with yours could quite compare!"

"We like your special service
And other things you do,
We think we make an ideal pair,
The Hecht Company and YOU!"

"You've captured all our hearts,
We hope that we have thine,
Cause we want to be your 'steady,'
Oh, Sweetest Valentine!"

The answers were just as interesting,
but not only that, our buyers were the
most popular people in the market
for many weeks after Valentine's Day.
Here are two replies which are typical
of many:

"Come rain or hail or sleet or snow
We've always loved The Hecht CoCo.
To hear you love us, too, is swell!
When can we ring the wedding bell?"

"We'll give you just the best in patterns,
To clothe your gals from dames to slatterns.
We'll keep you always in our mind,
And shipments n'er will fall behind.

"In other ways we'll give our all,
So Hecht will always love McCall
A love that's built on auld lang syne,
O dearest, sweetest Valentine!"

From McCalls on the cover of their February issue which shows a lacy Valentine heart and a bride pecking through it.

"Your Valentine inspires us
To Answer you in rhyme.
It's nice to be a favored friend
In Such a troubled time.
The warmth of your kind message,
When the weather is so cold,
Will keep us bright and happy,
And we think you should be told.
There is a note—quite somber,
To this cheerful Valentine.
We hope you'll buy as much this year
As you did in '49."

Permit me to summarize by saying that stores who fail to use Direct Mail are neglecting one of their most powerful selling tools. Direct Mail can sell on its own or supplement other media. It can open new charge accounts, revive dormant accounts, pinpoint select lists and most of all cement a personal feeling between you and the customer that no other advertising device can possibly do.

REPORT ON FUND RAISING

Here's an interesting letter from Marcus C. Fagg, state superintendent of The Children's Home Society of Florida, 1649 Osceola Street, Jacksonville 4, Florida.

I am one of the many who find The Reporter not only definitely interesting, but very helpful.

Our Society raises practically all of its funds through direct letters of appeal (except in the areas where we are a member agency of the Community Chest). In fact, we have been raising moneys in this way for more than forty years.

Our income has increased from about \$4,000.00 in 1910, to well over \$450,000.00 in 1950. In 1949, we put on a direct Letter of Appeal Campaign to raise \$450,000.00 to erect some new Receiving Home buildings here in the Jacksonville area. That Campaign was a complete success, and surprisingly enough, only \$764.00 of the \$463,000.00 which was contributed and subscribed during the Campaign, remains unpaid. We still expect to receive a considerable portion of this amount before we get through.

We have secured many of our lists from the firms that have advertised in The Reporter, and recently I have sent the last issue of The Reporter to Harry Edwards, Chief Probation Officer of the Juvenile Court, at Orlando, who has taken a six month's leave of absence to raise a very considerable sum of money to develop a new project for boys in this State.

Hope you will continue to make each issue of The Reporter a little more interesting and helpful than the one before.

Reporter's Note: Good work! Letters like yours help us to keep THE REPORTER interesting.



SURPRISE!

Ever know it to fail?

A whole storeroom of forms A to Y inclusive, but form Z—the one you gotta have right now—is fresh out.

Sure, you have to be bothered with stock forms. Everybody is. But why not make things easier for yourself? Keep a small supply of Colitho Offset Master Plates on hand and they'll see you through your hours of need. Blank Colitho Plates... either single sheets, or continuous... are a handy short-cut to hurry-up forms... plain forms for later fill-in, or special forms complete with information to give you any number of accurate, uniform copies.

When you're caught short for a form, type it or draw it on a Colitho Paper Plate. You can tabulate the information right on the plate and then complete the form by hand. In a matter of minutes you can run

off hundreds of copies on an offset duplicator.

Colitho Plates are making life a lot more pleasant for many business people right now. If you'd care to know all about their time and temper-saving features—well, we'd sure like to hear from you.

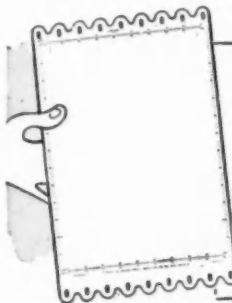


COLUMBIA RIBBON & CARBON MFG. CO., Inc.
Main Office & Factory:
190-6 Herb Hill Rd., Glen Cove, L. I., New York
New York Sales and Export: 30-61 West 40th Street
Branch Offices and Distributors in principal cities
Consult your local Telephone Classified Directory

Colitho

OFFSET MASTER PLATES

Colitho plates and supplies make any offset duplicator a better duplicator.



COLUMBIA RIBBON & CARBON MFG. CO., Inc. DM-6
190-6 Herb Hill Road, Glen Cove, L. I., New York
Please send me samples of COLITHO MASTERS.

Name _____
Title _____
Company _____
Address _____
City _____ Zone _____ State _____
Make of Duplicator _____ Model _____
Plate Size _____ Clamp Style _____

BACK TALK

by Joe Kesslinger

J. M. Kesslinger & Associates

REPORTER'S NOTE: For some time we've been trying to induce Joe Kesslinger to write a column for *The Reporter*. Says he: "Why not lift a few items out of 'Back Talk' each month?" Good idea. Joe operates as J. M. Kesslinger & Associates, 37 Saybrook Place, Newark 2, N. J. He has been publishing a monthly controversial and provocative house magazine for some fifty or more issues. So . . . here (for a sample) are (or is) some of his back talk at his advertising clients.

The textbooks on advertising dwell on the mechanics of persuading the consumer to exchange his cash for the advertiser's goods or services.

The rules are fairly uniform. It is important to "stop" the reader and intrigue his interest to read your copy. It is necessary to offer an attractive advantage, following through in logical progression with effective "reason whys" and, finally, not only asking for action, but also making it easy for him to act.

No textbook I have ever seen has done a study on *illogical persuasion*—in short, persuasion that defies simple common sense, that often is predicated on nonsense—sometimes on sheer insanity. The records are full of such examples—ranging from the dupe who buys the Brooklyn bridge, to the millions who blindly follow a Napoleon.

A rustic "prophet" tells his neighbors that he has a direct wire from Providence that the world is coming to an end on a given date—and their only hope of salvation is to sell their possessions and give over their fortunes to him for safe keeping. They follow the "Messiah" into a barren hell in the desert, waiting for the crack of doom. By the time the great awakening comes, the "Messiah" has skipped with the boodle. This is no isolated instance. It has happened thousands of times—quite recently in California. Every so often a great "persuader" con-

vinces people that the world is *kaput*.

The classic villain with the waxed moustachios persuades the wealthy widow that he is the proper custodian for her fortune. So firmly is she persuaded, that all warnings from friends and relatives go unheeded.

I knew a man in his late middle years who had a penchant for 19-year-old blondes. He was persuaded that they were attracted to him because of his manly charm and wit. His money, he insisted, had nothing to do with it.

A great criminal lawyer persuades a jury that, despite evidence of eye-witnesses, a murderer is innocent. His oratory, his bag of tricks, his moving sincerity, produce a hypnotic state on the jurors. Their verdict of acquittal is a vote of approval for the lawyer. The defendant is incidental.

A paranoid schizophrenic named Hitler convinces millions of people that they are the master race, and persuades them to follow him into the most horrendous blood bath in history.

A maniac-depressive named Stalin, suffering recurring delusional grandeur, persuades hordes of stolid peasants that it is their mission to save the world for communism. What will be the outcome of this stupendous mass deception is yet to be seen.

Emotional persuasion can reach the zenith of nobility too. A tall, awkward, backwoods giant, with what the New York Tribune called "the mind of an ape in the body of a baboon"—an uncouth small town lawyer with a liking for smutty stories and a record of numerous failures in business—persuades millions of Americans that he should be President of the United States. Events bring out his latent greatness, and history accords it its most imposing niche to Abraham Lincoln.

A man named Benjamin Franklin represents the rebellious Colonies at the royal court of France. History does not reveal the devices he used, his special methods of persuading a country to risk all-out war. But here and there one finds hints that Franklin's campaign was not pitched solely on logic. He persuades France to commit its Navy to the assistance of the American revolutionaries—and a new nation is born.

A gaunt, gentle carpenter comes down from the hills of Galilee and preaches the brotherhood of man. He heals the sick, feeds the hungry, brings the dead back to life—in short, performs acts that transcend logic and the immutable laws of nature. Thus, the world is afforded the example of love and civilized living, the vision of ultimate salvation—an example and a vision the world has not yet persuaded itself to follow.

Whether for good or evil, persuasion often responds to blind emotionalism that has nothing to do with logic. It is my opinion that the reason for this is that most people have wandering wills and weak minds, that the stark realities of life are too tough to take—and that any dream, any phantasy, repeated quietly, gently and constantly—will find many adherents.

I am suggesting—deliberately—that advertising men experiment with the phantasy potential in human credulity. This does not mean that you should throw out your quality products and start selling gold bricks. Heaven forbid. I am saying that the dreams and reveries of the public are an untapped gold mine, and there must be some way of reaching it without having the Federal Trade Commission drop on your neck like a ton of brick.

When psychiatry comes of age, we may even be able to penetrate the un-

conscious. That's when I'd like to have a Harry Stack Sullivan writing copy for me.

More About Sex in Advertising

Two or three years ago I wrote a piece about sex in advertising. I was deluged with requests for copies. Philip Liebmann, of Rheingold beer, asked for ten copies to distribute to the brewery's management.

As I recall, I used a learned approach, as befits such an absorbing subject. This supplement reports my continued observations during the intervening years. I'm not one to tackle a problem and then forget about it.

Leaf through any automotive trade magazine and you will come across a half dozen or more ads in which the sexy figure is used to focus attention on the product. You may fail to find a logical tieup between piston rings and buxom broads. The excuse is that mechanics and grease monkeys—even more than the rest of us—have a frank appreciation for the beauties of nature, and that the picture of a luscious wench imposed against a background of spark plugs and brake linings, makes garage people feel kindly toward these products.

Copywriters sweat to dig up product advantages. The sad truth is that the reader often has a closed mind, or at least, a mind cluttered with things he thinks are more interesting (to him) than the coldly logical points of a product's superiority.

One thing never fails to open closed minds. Yes—you guessed it. Don't ask me why. I can't explain why people breathe or blink their eyes involuntarily, either. All I know—and psychologists will concur—is that it is healthy and normal and pleasant, and not even disloyal to your own spouse, to admire generously-endowed babes. If any blue-nose thinks otherwise—let him sue Mother Nature.

Once Mencken wrote that—divested of sex and measured only by artistic standards—the female form was inferior to the male. He said, as I recall it, that women were asymmetrical, and much of their equipment defied a harmonious artistic composition. To agree with him, all you have to do is to think of women divested of sex. Go ahead—try it.

To get back on the track—in the course of my work, I often go through the plants of my clients. (Sometimes I get the "feel" of how a product is made—other times I'm just confused.)

"Superwoman?"

**NO!...JUST ONE DAY'S
TYPING ON MY AUTO-TYPIST!"**



"The boss calls me a Superwoman—but all the credit belongs to my new Auto-typist. With this machine, I can easily get out hundreds of completely accurate letters a day!"



THAT'S RIGHT... this "Standard" Auto-typist Model 5020 operates any manual or electric typewriter at championship speed. Each of your routine letters is master cut on a "player-piano" roll, all set to operate your Auto-typist and complete except for personalizing fill-ins. These you type manually, press the button, then your Auto-typist automatically types out the rest of your letter. Speedy, efficient, accurate, and simple to operate... Auto-typist is the truly modern solution to your "paper work" schedule.

FREE

... This fact-packed "case history" booklet shows how Auto-typist can help you. Mail coupon today!



Auto-typist

In addition to the Model 5020 above, there are other models and styles of Auto-typist... priced to fit the budgetary limits of every office. And they're backed by more than 30 years of experience in building pneumatic equipment.

Model 5100. Space Saver. Compact construction, minimum space needed. Electric typewriter operation exclusively.

Model 5060. Dual Selector. Push button operation of 100 or more paragraphs. Fully automatic when desired.

Model 5030. Single Selector. Push button operation of 5 to 20 complete letters; automatic, full pre-selection.

AMERICAN AUTOMATIC TYPEWRITER COMPANY

Dept. 26, 614 North Carpenter Street, Chicago 22, Illinois

Please send me your free booklet "How To Use the Auto-typist," and descriptive literature.

NAME
COMPANY
ADDRESS
CITY

ZONE STATE

better production brings better results

There's a best way to produce direct mail . . .
MASA members study the best, most effective, ways of production: support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . .
 Always say, "Are you MASA?"

YOUR BEST SOURCE for Creative direct mail campaigns: multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

**Mail Advertising
 Service Association**
 18652 Fairfield Avenue
 Detroit 21, Michigan
MASA

FOR MORE SALES THROUGH THE MAILS Use SAWDON ORDER-VELOPES and COMBINE-FORMS

These Combination Order Forms
 and Return Envelopes Will
 Increase Your Mail Orders

Write for Specimens Used by
 Leading Mail Order Companies

THE SAWDON COMPANY, INC.
 484 Lexington Ave., New York 17, N. Y.

MAIL ORDER LIST AVAILABLE FOR RENTAL

200,000 names of mail order buyers. Active, up-to-date list on Speedumat plates. Write Box 63, The Reporter, 53 1/2 Hilton Avenue, Garden City, N. Y.

AD PAYS 571%!

Amazing results! Yet another ad, same series FLOPPED! 88%. Successful new coin formula showed winner untakably tells how to figure results HIGHLY! at rate 2nd \$5. for new handbook "HOW TO TELL IF YOUR ADS WILL SELL". Free folder. HIRSHFELD, PERSS, Keeline Ltd, Omaha 2, Neb.



PROFIT
 PRODUCING

MAILING
LISTS

INDUSTRIAL LIST BUREAU
 45 Astor Place, New York 3, N. Y.

I have yet to see the factory where the workers did not have pinups and salty cartoons draped all over the place.

Stores and service stations prominently display gaudy calendars with provocative illustrations in full color. These striking impressions are less lascivious than idealistic—idealistic in the sense that no such babes ever lived. Of course, this is only one man's theory. I haven't been everywhere, and there are limitations to one man's observations, even those of a relentless researcher in cold pursuit of scientific fact.

My Esso Station displays a gorgeous nude, idealized in some departments beyond human belief. It carries the imprint of an automotive supplier. I hung around 20 minutes to check the reaction of the patrons. I'm one re-

searcher who believes in spending enough time on a problem to allow for an authentic impression. With complete truth, I can report that the responses of the patrons were universally favorable. Watching the expressions of some feminine patrons, I surmised they didn't believe it, either.

It is not the function of a scientist to discuss the morals of a problem. I merely report that it exists, and appears to be flourishing more and more each year.

As in my previous piece, I conclude that it would help advertising if more taste were exercised in this sure-fire universally-effective appeal. Beyond that, I am in favor of sex. In and out of advertising. When my opinion changes, I'll doubtless be too old to write **BACK TALK**.

THE BEST TIME TO MAIL

by Lewis Kleid

REPORTER'S NOTE: Lewis Kleid is head of Mailings, Incorporated, 25 West 45th Street, New York 18. He is always on the watch for good direct mail stories to include in his exclusive reports to clients. He gave us permission to reproduce his interview with B. L. Mazel for benefit of all Reporter readers.

If you have any preconceived ideas of when to mail and when not to mail—if you think that the income tax period is the time to sit back and rest—if you've always stayed out of the mails during the Christmas holiday season—here's an opportunity to get a new slant on mail order formulas, graphs, charts and statistics.

Mr. Mazel is an intellectual ball-of-fire (several university degrees here and abroad, magna cum laude, Phi Beta Kappa)—slim, tall, bespectacled—he still looks like a college graduate looking for a job. His youthfulness belies a wealth of experience in hard-boiled mail order selling, viz: three years with Prentice-Hall (that school of hard-knocks for copywriters) battling out mailing pieces for their mail order book department, trade books, and selling and renewal selling of various P.H. services.

From there, another stretch of four years working with Carl Hovgard, President of Research Institute of Amer-

ica, one of the really great mail order experts. As Advertising Manager at RIA, Bernie was responsible for all mail selling and renewals on their numerous looseleaf tax and business services, reports, coordinators, etc. This is the kind of experience you can't buy, or learn at school. It takes countless hundreds of mailing pieces, offers, copy tests, conferences, and a wealth of accumulated result pictures.

Establishment of a Consulting Service

By 1946, Mr. Mazel felt it was due time to spread his wings and establish his own office as a mail order specialist, B. L. Mazel, Advertising, 5 East 44th Street, New York 17, N. Y. Subsequently he secured advertising agency recognition since many of his accounts use his copy in their space advertising, too.

One of his most recent accounts is the new J. K. Lasser Reports. This is really a great success story because 12,000 subscriptions were entered prior to publication at \$15 or \$27.50 each (no short term introductory offers) solely by direct mail. Since that time, J. K. Lasser Reports has published a book selling for \$24 (\$20 to subscribers) and the first edition is already exhausted.

Mr. Mazel represents Tobe's Inside

Retailing (\$95 per year—no trials or short term offers) and Tobe-Guide publications. Another client is the Value Line Investment Survey, one of the country's top financial advisory services, which he has handled since the inception of his own service.

And—if you haven't seen the new *Scientific American* recently—take a look. Mr. Mazel has had an important hand in the circulation promotion of this excellent publication.

When Is the Best Time to Mail?

So many people in the mail order business have fetishes and formulas as to when you can mail and when you can't—the day of the week it should go out—the day of the week it should be received—the holidays to avoid—the seasons to slow up or speed up, etc., etc. According to Bernie Mazel there is no such thing as a bad month to mail—no slump to stop activities—no holidays to be avoided. Christmas or the income tax period, Thanksgiving, Easter are all as good as any other time to mail—occasionally better. The basic factor is an analysis of what you have to sell, and a tie-in with a situation or urgency appeal. For example, a business service can make hay regardless of the time if it spearheads the copy to a new tax or a forthcoming excess profits tax. A year-end offer, especially, lends itself to effective promotion. It can be sold all through the fall and winter. A New Year offer can be sold in December and January and then extended with variations through February and March.

On New Year offers, Bernie has found that December is an ideal month to mail. In a series of ten pieces last year to an investment list, the tenth piece mailed during the Christmas bugaboo period pulled 200% better than the best previous letter to this list. The same experience prevailed in tax promotions, which are particularly effective when tied in with end-of-the-year adjustments.

Similar results for a different period can be cited for a merchandising service which, using a new idea, sold more subscriptions during the month when all store heads and buyers were supposed to be away in the markets than in any other month. The next best month was another "impossible" month—July.

Essentially, what it all adds up to—is that the business man or the investor are in business twelve months of the year and are interested in making money every month if you have something that will help them make money or become better business people, they

are interested regardless of the day of the week, the month of the year or the season.

Some Direct Mail Selling Tips

In the course of the interview I asked questions other than "timing" and the answers were equally revealing.

I questioned how often you could hit a given list, and Bernie feels very strongly on this point. He says you can't hit a list too often. The only criterion is—will it pay out? If successive follow-ups to a list pull, keep at it until it ceases to pay. He thinks it might even be good business to average out the response from all previous efforts until the overall response reaches a point of diminishing return. In this connection he has found it profitable on many occasions to mail twice in one month to the same list using the same copy. The only change in the second letter was a memo affixed to the copy. In several instances the follow-up letter pulled better than the first letter. On a series of nine sales letters mailed in one year to a large expiration list (formerly hit only twice a year) every letter showed a substantial profit—and the ninth letter paid off better than any of the previous mailings. One essential factor to consider in selling services or magazines is that every new subscription becomes a capital asset and a customer for other publications, and the important thing is to secure subscriptions at a reasonable cost—not necessarily at the lowest possible cost.

On the subject of the day of the week to mail or the best day to receive mail—throw all your preconceived ideas out of the window. At best the Post Office now is so unpredictable that the best-laid plans are meaningless. If the copy-offer is sound, mail anytime, every time, all the time.

As to "cash with order" or "bill me" there is no problem on business or financial mailings. The losses on a "bill me" are negligible and since most of these firms and individuals are responsible there is no advantage—actually a great disadvantage—in asking for cash with order.

First Class vs. Third Class

With respect to postage, Mr. Mazel states, there is usually no justification for first-class postage. Just adding a 3¢ stamp to a general letter will usually not pull enough extra orders to pay for the extra postage. The only justification for first-class postage is copy slanted for a first-class appeal (a time deadline or some special situation that justifies first-class postage). For in-

IS YOUR TIME WORTH \$50 A MINUTE?



THAT'S WHAT 3 MINUTES of your time to register all facts about your Mailing Lists might yield **YOU** from revenue from addressing to your Lists for non-competing **MOSELY VOLUME MAILER** Clients (if your Lists meet their needs). Rush full details air mail **TODAY!** Dept. RE-6.

MOSELY SELECTIVE LIST SERVICE

MAIL ORDER LIST HEADQUARTERS

38 NEWBURY ST., BOSTON 16, MASS.

Charter Member National Council of Mailing List Brokers

"MOSELY SENDS THE CHECKS"

OVER 25,000 CHECKS TO LIST OWNERS

IT'S EASY

- to compare types
- make a selection
- specify sizes
- trace layouts



with



ALPHABET TRACING CARDS

successors to type books

Thousands of sets already are in use by enthusiastic artists and specifiers. ATF's 47 most popular types are shown on 86 cards, with complete cap and L.C. alphabets, 12 to 72-pt. New cards sent as made. Each face on 10 1/2 x 7 1/2" durable bristol, with round corners to facilitate tracing. Alphabet lengths, character counts for all sizes to 36-pt. Shoulder sizes shown. Far superior to type books. Lay cards side by side, compare, choose face most suitable, compute and trace accurately, avoid costly alterations. Sold in complete sets only, in walnut-finish box; \$5 postpaid, cash with order. Save time, money, effort; order today!

AMERICAN TYPE FOUNDERS

Type Merchandising Department

216 Elmore Ave., Elizabeth B, New Jersey



SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.

RAYMOND LUFKIN 116 WEST CLINTON AVE. TENAFLY, NEW JERSEY



stance, the J. K. Lasser Reports used first class postage effectively with a letter which started "we had not intended to send you this letter before January 1st but events are moving so fast—" Based on his experience, it is a waste to send out stock with first-class postage. In the same way, Messenger Delivery was used to sell higher priced services—and the copy was pitched to the urgency of this type of delivery.

On salutation fill-ins or personalization—he says the only criterion is the basic idea. To drag in personalization on a stock letter is wasteful. The extra cost is usually not justified. On the other hand, if the personalization coordinates with a special copy or offer—or if it saves the cost of an order form or of envelope addressing—then it is worth testing.

So there we are. Bernie Mazel, out of the wealth of his experience in selecting countless lists, conducting innumerable tests, and mailing millions of pieces, says that for business and financial mailings there is no time limitation as to when to operate. Mail as long as you can do it profitably—forget about summer slumps, Christmas holidays and the income tax period—but make certain you have a timely, effective selling piece that reflects the character of your product and the strength of your offer.

How To Cut Direct Mail Corners

ANOTHER RECENT Low Kleid interview was with Bert Garmise, publishing consultant, 41 East 50th Street, New York, who handles such accounts as American Lawn Tennis, American Mercury, Antiques, Apartment Hunter's Guide, Argosy, Art News Cue, Metro, Music Dealer, New Republic, Park East, Railroad, Realty Management, Saturday Review of Literature, TV Guide, UN World and Yachting. Here is section of interview dealing with "Cutting Corners."

Many Garmise clients do not have the necessary personnel to handle direct mail production on renewals, new efforts and other direct mail created by his office. In these cases, Bert's staff—in addition to planning campaigns and following through with list selections, copy, layout, etc.—take over all the production headaches involved in buying art, paper, envelopes, printing and lettershop. Because of the organization's production "know-how" and the volume of business they control, they are able to pass along substantial savings to their clients.

From his prior background and from the intensive experience of the past four years, here are some tips to cut costs and improve results:

1. POST CARDS. A 1c Government Post Card is the cheapest of all forms of direct mail. It cannot be used successfully on prospect lists where a long story must be

told—but to people who are familiar with your service or for a very low-cost offer (\$1) it is a "must" test. For instance, the Saturday Review of Literature, prior to increasing its subscription rates, offered its present subscribers an opportunity to renew at the old rate via a post card. The results were sensational. \$600,000 in orders at a cost of \$1,000. An interesting note—in a recent test for one of their clients the Garmise organization found a multigraphed post card outpulled by 50% the same message set in type and offset. Of course, where the message must of necessity be longer than multigraphing will allow, the printed card is the only answer.

The giant mailing card, however, offers substantial advantages over the government card. There's extra room for copy and illustrations, which makes it more suitable in new business promotion. There is no envelope to open; the message is visible for all to see. A perforated reply card enables the recipient to order easily.

2. LABEL ADDRESSING. The Garmise office has no preconceived ideas on gummed, perforated labels for addressing. They have found that labels sometimes work as well as typewriting or stencils—and occasionally on a cost basis, better than typing or stencils. On the other hand, they steer clear of labels on any mailing for "class" magazines because the appearance of label addressing is objectionable.

3. LETTER REPRODUCTION. Since test quantities are small and costly, the Garmise office has worked out a pattern for pasting up the letterhead, varityping the message, including the signature and illustrations, and photo-offsetting in two or more colors. They have compared this with using standard letterheads and multigraphing and there has been no substantial advantage in the more costly way. On the other hand, where the



PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

run is large, there is economy and a better simulation of a personally typed letter, in ribbon-processed letters such as produced by Albert Arenson Press. Arenson has developed a method of running a ribbon message on a two-color Harris press which produces the letterhead and signature in blue, and the ribbon message in black. Further economy can be effected with the Arenson method if the quantity is large enough by a technique of folding full sheets and cutting apart after folding. This saves money in doing two page, three page or four page letters. On smaller runs than required by this process, triple head multigraph letters are effective and inexpensive.

4. **HOMEWORK ADDRESSING.** In behalf of their clients—and in the interest of economy—the production people at Garmise's office have found homework addressing a boon. Since addressing is one of the costliest factors in any mailing program, a lot of money can be saved by employing homework contractors on large lists not available on stencils. These economies permit the use of marginal lists which might not otherwise be possible if a premium had to be paid for letter-shop addressing. It also permits faster service on large volume mailings.

5. **OFFSET.** A preponderance of the work at the Garmise organization is done in offset because it's easier to handle than letterpress, which requires cuts, electros, and expensive alteration costs. These economies are necessary since testing in small quantities is expensive. In this manner jobs can be ganged-up for the saving advantages of buying typography, photostats, art, paper, etc.

6. **LISTS.** By working with all the brokers and acquiring a storehouse of knowledge from the experience of each client's mailings, the Garmise office is able to recommend lists for testing more efficiently. They suggest that on any list problem, all brokers be given an opportunity to make specific suggestions. In this way each client gets the benefit of the accumulated experience of the list experts.

7. **POSTAGE.** Generally, the use of first class postage is not justified—unless a message is designed to be personal and is reproduced in a personal manner. One recent exception was a simulated telegram which—with a 3¢ stamp—greatly outpulled the same effort mailed third class.

8. **RENEWAL EFFORTS.** By tying a renewal series in with the editorial features of their magazines, the Garmise organization has raised renewal returns by as much as 20%. Humor in renewals is another important element—one which takes the curse off the persistency of renewal letters. There is no blanket recommendation for the number of letters in a series—one Garmise client uses eleven efforts, another only three. Frequency of publication, gracing the overall circulation picture are just a few of the factors that determine the number of efforts to be used.

9. **SIMULATED TELEGRAMS.** This device has proved effective as part of a renewal series or as a special offer to recent expirers. Returns are particularly good when specific articles or a specific issue is used as "bait."

Every letter out of the Garmise office must have a special hook in it. They consider it a waste of time and money to send out a hack mailing. Based on hard-boiled experience, they like to

incorporate time deadlines, charter subscription offers, introductory offers, premiums, bonuses, and any devices to speed up or increase the percentage of response. Marginal notations, postscripts, pen script, memos, hand-written underscores, and other layout devices for focusing attention to the message are incidental, but effective. In the last analysis, it's the merchandising and "know-how" behind the copy that counts.

TWO LETTERS CONCERNING CANADIAN MAILINGS

We think these letters are worth serious consideration by all U. S. A. direct mail people who make mailings to Canada.

≡ 1—From Walt R. Petrie, Assistant Merchandising Manager, General Electric X-Ray Corporation, 4855 Electric Avenue, Milwaukee 14, Wisconsin.

You asked for gripes Henry—

and I thought I had one after reading the first page of your "Short Notes Department" in the April issue, but then I got reading further and decided maybe I could be wrong.

My gripe concerned the handling of Canadian city names in copy originating in the U. S. Invariably, you'll see them written Montreal, Canada; Toronto, Canada; etc. As a Yankee who married a Canadian and has spent quite a bit of time in our neighbor to the north, I have always tried to break down the barrier—slight as it is—which exists between our two countries. We have made it a rule in our department never to use the designation "Canada" after a Canadian city name on our mailing list. Instead, we handle Canadian cities exactly as we do those of the United States—using the province abbreviation in place of our conventional state abbreviation.

I had noted that you had used the *Canada* designation in two items on the above page, but then I went thumbing through the issue and discovered that a Canadian, Lee Tronholm, had done the same thing in signing a communication to you on page twenty-seven.

Maybe I'm wrong, but I will still be irritated whenever I read or hear an advertising message referring to Halifax, Canada, instead of Halifax, N. S. You might get the opinion of your Canadian readers.

≡ 2—From D. H. Ruth, Advertising Manager, Landis Tool Company, Waynesboro, Pennsylvania.

Dear Mr. Hoke:

I was particularly interested in your article regarding Canadian mailings on page 17 of your April issue. We have been attaching Canadian stamps to the mailings which we send to Canada that contain a return type post card. Ever since we started this practice our returns from Canada have increased three times more than they ever did in our mailing history. In fact the percentage return from our Canadian mailings exceed the percentage returns from our domestic mailings. How-



Now!
DUPLICATING MACHINES DOUBLE AS "ADDRESSING MACHINES" with DUPLISTICKERS

High-speed, low-cost addressing is now possible on duplicating machines. No plates, no attachments required. **DUPLISTICKERS** are the answer. These gummed, perforated sheets contain 33 labels. Stencils or masters may be filed for future use. Ideal for house organs, monthly bulletins, all duplicate and multiple mailings. Package of 25 letter-size sheets—825 labels—60¢ at stationery stores. (Also special 8 1/2 x 14 sheets for fluid duplicators.)



Save Time! Cut Costs!

Write for **FREE Sample Package**

Eureka Specialty Printing Co.
558 Electric Street
Scranton 9, Pa.

DUPLISTICKERS are made only by **EUREKA**

Write us for mailing list suggestions.

willis MADDERN, INC.
List Broker
215 Fourth Ave.
New York 3, N. Y.
Oregon 7-4747

Charter Member
National Council of Mailing List Brokers

ADDRESSING Service
Capable of Handling Unlimited Quantity

Offers: →

- Quick Service
- Expert Typing
- Reasonable Rates

M. VICTOR
Dept. 3, 3902 — 9th Ave.
Brooklyn 32, N. Y. U.L. 3-3866

MAILING LISTS

THAT BUILD VOLUME SALES

INDUSTRIAL LIST BUREAU
45 Astor Pl.
New York 3, N. Y.

ON-THE-SPOT BATTERY RECORDER

WALKIE-RECORDALL "The continuous BATTERY RECORDER-PLAYBACK"

Continuous, permanent, accurate, indexed recording at only 5¢ per hr. instantaneous, permanent playback. Picks up sound up to 60 ft. away. Operates while walking, riding or flying. Records while sound fades with hidden mike. Write for details.

MILES REPRODUCER CO., INC.
817 Broadway Dept. 1337 NEW YORK 3, N. Y.

Does Anybody HATE Gravy?

Not when it comes to *gravy dollars* anyway. More the merrier.

We think you'll agree. Will agree, too, that it's high time YOU began cashing in—by letting us pull extra profits for you out of your mailing lists.

The arrangement is simple. You register your lists with us—we rent them out to carefully selected mailers who don't compete with you. You're sure of that because you okay our selections.

We'll handle the addressing any way you like—it usually depends on how much of that *gravy* you actually want. For full details write or call:

DR SPECIAL LIST BUREAU

DIVISION of DICKIE-RAYMOND
521 Fifth Avenue, New York 17
80 Broad Street, Boston 10

Member - National Council of Mailing
List Brokers

Need some help

in building and maintaining
your mailing list
?

Then send for
"The Plain Jane
of Direct Mail"

a booklet packed full of
basic information on all
phases of list maintenance and list building.

Send 50¢ to
The Reporter

531½ Hilton Avenue
Garden City, Long Island, N. Y.

ever, we very seldom use a stamp on the return post card of domestic mailings.

The enclosed sample (see note below) of one of our mailing pieces shows how we attach this stamp to the back of one of our regular cards. Incidentally, we placed the card down deep in this mailing piece to give ourselves a severe test on the readership of our mailing pieces. The returns are not yet complete so we have no idea at the present time as to the return in relation to previous returns. The mailing piece was designed and produced by Beaumont, Heller & Sperling, Inc., our advertising agency, located in Reading, Pennsylvania.

REPORTER'S NOTE: Concerning #1: Wait is absolutely correct. Canada has States (Provinces) just like U. S. A. Addressing a letter to Montreal, Canada is like addressing to Columbus, U. S. A. But many Canadian firms make same mistake on their own letterheads. Very few include the Province. Concerning #2: The mailing piece is excellent . . . not only for the Canadian stamp, but for the tricky die-cut cover which shows working movement of tool. Ad Manager Ruth might be able to send samples (without stamps) to anyone interested.

FISHING

Living, (magazine for young home-makers) recently mailed to advertising prospects a novel 16 page, 4 1/2" x 6" piece. On cover—colored cartoon of man fishing. Title, "The secret of good fishing." A small hole is punched clear through booklet at point on cover where end of sketched fishing line appeared. Also appearing was a knotted string. The loose string ran through book, and through nose of cartoon fish on each page. Attached to back end of string, a cardboard cut-out fish. Short story throughout booklet showed how to catch fish (buyers) by knowing where they are biting. Swell idea. Only complaint we have. Nowhere in booklet was address of publisher given. Maybe it was on a return card . . . but it got lost out of sample we received.

LONG TIME PULL

After 8 years, a direct mail piece came home to roost. Back in 1943 Vernon Vine, now an associate editor on *Farm Journal*, but then an information man with Farm Credit Administration of Spokane, Washington sent out a batch of mimeographed forms to vocational agriculture leaders in that area. In the running of Government business, these forms necessarily had to be signed, sealed, and delivered back to Farm Credit before the teacher could be put on the mailing list for the News

for *Farmer Cooperatives*, a monthly FCA magazine.

Just recently—on May 7, 1951 by the postmark—this form came tardily in to the News editor's desk. At what spot this piece had rested these many years, the editor didn't ask. To him it meant one of two things: Never underestimate the power of direct mail, and more flatteringly, never underestimate the drawing power of the News for *Farmer Cooperatives*.

A UNIQUE MAILING TO STOCKHOLDERS

The Borden Company, New York City, mailed a sample assortment of their products to a list of their stockholders in an attractive "Elsie Barn Box."

Special packages were manufactured by The Hinde & Dauch Paper Com-



pany, Sandusky, Ohio . . . printed in three colors—red, green and black.

This complete-assortment merchandising box does an effective public relations job for The Borden Company while promoting "Elsie The Cow" to families throughout the nation.

COULD THIS BE AN ANSWER?

Dear Reporter:

There was an article regarding the wholesale sending of return permit envelopes and post cards. Also you asked for remarks.

Repeatedly I have had to send notices to mailers, that I was no longer interested in things they had to offer, or the service, and I have reluctantly mailed such notices back in their Permit envelope and put a stamp on same.

However, I am still getting sales letters from these same firms urging

me to subscribe, buy or enlist, or join. Let the mailers clean up their house first.

Some of them are quite persistent you know.

I know of a few who would be 'served right' if they received a few thousand permit envelopes empty.

Notice has been given to several mailers that my brother was killed in an automobile accident early in December 1950. I still continue to receive mail from these firms directed to him.

It might be a good idea to return these permit messages to such firms empty, as a penalty for not cleaning their mailing lists, especially when a person has taken the trouble to advise them, in some cases, twice, and in some cases with a prepaid reply.

Why not give the complaining mailers this thought?

(signed) Frank H. Williams
Frank H. Williams Company
Box 665
Covington, Georgia

REPORTER'S NOTE: Somebody, many years ago, when Business Reply Envelopes were still new, got this brilliant idea. Printed on back flap of each envelope was this line: "Your code number on our records is 632." All envelopes, of course, were printed with same number. Caused jesters and crackpots to stop and think. For some reason which we cannot remember, this practice was frowned upon.

CASE HISTORY OF A SWITCH

(Read this interesting report)

Dear Mr. Hoke:

I want to thank you for the news item on our Limb "Thrower Holder-Upper" which appeared in your publication.

It might interest you to know that I am a member of DMAA. I have an advertising agency covering every phase of advertising, including television, radio, magazine, newspaper and direct mail. We own a printing plant, half-interest in a lithograph plant, own an envelope company and a mailing list and addressing company.

Among other things, I am president of the J. B. Sebrell Corporation. We manufacture 20 tools that are all allied, dealing primarily with tree trimming, fruit picking, nut shaking, bee swarm catching, oil tank stripping, swimming pool cleaning, building washing, etc.

I know you will be interested in how our advertising budget is distributed. —We are advertising in 16 publications consisting of 2 newspapers and 14 magazines. We mail out monthly

HOW TO SAVE FOLDING MONEY

Monthly statements, form letters, bulletins, advertising literature, or whatever . . . you have to fold 'em before you mail 'em. Do it the modern way . . . automatically . . . with a Davidson. Save time . . . save money . . . mail promptly . . . avoid upset office routine. Any girl can operate a Davidson. Adjustments are few and simple. It handles light and heavy papers . . . makes a variety of parallel folds. And it will quickly pay for itself even though you use it but once a month. Want details? Write for our "fact book" on office folding.



Davidson

FOLDING MACHINE

DAVIDSON CORPORATION
A SUBSIDIARY OF
MERGENTHALER LINOTYPE COMPANY
1048 60 W. ADAMS ST., CHICAGO 7, ILL.

• COLLEGE LISTS • COLLEGE LISTS • COLLEGE LISTS •

- **1,750,000**
College Undergraduates \$15.00 Per M
- **50,000**
50,000 Undergraduates Attending Foreign Colleges \$22.50 Per M
- **3,000,000**
Alumni of United States Colleges \$15.00 Per M
- **60,000**
60,000 Alumni of Foreign Colleges \$22.50 Per M
- **500,000**
Fraternity Alumni U. S. A. Colleges \$15.00 Per M
- **150,000**
College Alumni (Now Business Executives) \$17.50 Per M

Names available on labels or will address your empties in Los Angeles. Lists compiled each semester from official school registration records. Selection possible by religious type of schools or by geographical area. Selection by graduating class \$2.50 per M extra. Minimum test—10,000. Contact broker, Names Unlimited, New York, or write . . .

MAIL-AD CO.

702 WEST 17th STREET
LOS ANGELES 15, CALIF.
RICHMOND 7-3161

• COLLEGE LISTS • COLLEGE LISTS • COLLEGE LISTS •

200,000

Catholic Men and Women

Here is a list of Catholics in every one of the 48 States. Most of the names are in the East, with the largest representation in the New York City metropolitan area. During the past dozen years hundreds of Catholic welfare agencies have used it, some of them ordering every name which we could furnish.

40,000

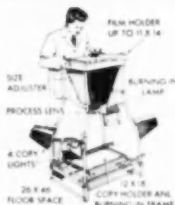
Annual Additions

The list may be had either in its general form or in such classifications as—executives, wealthy widows, married women, single women, elderly people, etc. As many as 40,000 names are added every year to replace those which are dropped because of removals, etc. In this way it is kept fresh and accurate at all times. Our special folder REP gives detailed information as to counts, prices, etc. A copy is yours for the asking.

Catholic Laity Division INVESTORS LISTING CO.

45 West 45 St., New York 19, N. Y.

MAKE YOUR OWN OFFSET NEGATIVES and PLATES without Buying Equipment



Prove it to yourself that the Kenro Camera-Platemaker can reduce your present offset plate costs and help outsell competition. Rent a Kenro for 3 months at a low charge.

Kenro Offers These Advantages

- Average Kenro Negative Plate cost \$1.45 each.
- Offset Negative and Plate in Less Than 30 Minutes.
- Up to Five Group Plates per Hour.
- Anyone Can Operate the Kenro.
- Line Negatives Up to 11 x 14.
- Original Half-tone Negatives Up to 7 x 9.

Ask about the Kenro Rental
Purchase Plan Today!

TOM DARLING

Addressing Machine & Equipment Co.
29 E. 22nd St., New York 10 • OR 4-6400

30,000 catalogs on "How Not to Prune Fruit and Shade Trees." The catalog appropriation is 75% of our total appropriation and produces 90% of our sales.

I also publish the SMALL BUSINESS Magazine which gives me a lot of personal satisfaction, as it enables me to blow off steam.

I have been reading your magazine for many years, and want to congratulate you on the continual improvement you have been making. Needless to say, you are doing a bang-up job and you are helping direct mail advertising to take its rightful place as the most important advertising and selling medium.

We practice what we preach here. We are selling our tools all over the world. Our sales for 1949 doubled 1948; 1950 doubled 1949 and 1951 sales are doubling 1950 sales to date. All of this was accomplished without a single salesman. Magazine and newspaper advertising, bolstered by direct mail, is doing the entire job. We have the highest priced tools on the market today. We think they are the best tools on the market today, and last, but not least, we are having the time of our lives selling them. We

are selling the Army, the Navy, telephone companies, power companies, city, county, state and federal park departments, schools and colleges, co-ops, millionaire owners of estates, fruit growers, and believe it or not, about 40% of our sales are accounted for by city dwellers who have only one tree in their yards.

Yes, it has been a lot of fun, developing this line of tools. For years, I have helped other people make fortunes. Now, after 25 years in advertising and selling, I am trying to make my own. Business is good, prospects are bright, and our direct mail program is working like a charm. They say the first million is the hardest to make, so I'm going to skip that one and start working on the second one.

Sincerely yours,

(signed) J. B. Seibrell

President

J. B. Seibrell Corp.

300 South Los Angeles Street
Los Angeles 13, California

REPORTER'S NOTE: An inspiring report. Good to see a professional creative advertising man switching to actually using advertising to promote a successful business of his own.

Thievery In Advertising

In the March REPORTER, we ran a story about the settlement of a dispute between two well known unrevealed direct mail people concerning plagiarism of copy. (See page 17 to refresh your memory.) The article created considerable buzzing behind the scenes . . . but we'd like to pass along for the record several written reactions. They are worth reading.

First a letter from John D. Yeck of Yeck & Yeck, Talbott Bldg., Dayton 2, Ohio:

Dear Henry:

I'm not only writing you about your article on "Thievery in Advertising," I'm enclosing a carbon copy which I hope you'll send to the man who wrote the remarks you printed.

They were good. Important. To the point . . . and, I think, needed saying.

Particularly his first three paragraphs.

When he begins to talk about the duties of a trade association in the picture, I'm not sure whether I agree with him or not. That would take some thought. And, although I'd like to agree with him, an association's role as "policeman" might do more harm than good.

On the other hand, when it comes to the area of "lifting" copy and art, I am certain that his objection is not directed against the

publicity that you and the DMAA have given to good mailings. Such swapping of ideas is valuable and stimulating.

He's talking about plagiarism, not research.

The most important thing he says is "the copyist . . . looks around him and sees things that succeed, and not understanding just why they succeed he concludes that it is because of the shape of the bottle . . . etc, etc."

The fact is, too many advertising men—including direct mail men—confuse technique with fundamental sales appeals . . . so they copy technique, and hope.

Last year at the New York convention, on your Friday afternoon program, Eric Smith and I tried to talk about "copywriting" from the point of view of fundamentals . . . selling fundamentals.

I think, Eric thinks . . . and your anonymous contributor thinks . . . that more writers should study their own sales problems and let their technique develop out of the problem, rather than out of a swipe file.

Experience in doing that must come BOTH from a study of the fundamentals of selling AND from the study of examples of successful applications.

The fault lies, not in the fact that you print examples, but rather in the fact that some folks don't pay any attention to the selling fundamentals of their own particular problem.

So I see no argument between you and Mr. X. He likes to see successful examples as

well as I do. So don't let "the argument go on and on." There isn't any argument between the two of you.

You both agree that direct mail-all advertising—should be improved. And I'm sure you both agree that it isn't improved by thoughtless "swipes."

Next a letter from Harry (Hig) Higdon (famous editor of *Phoenix Flame*) of Phoenix Metal Cap Co., Inc., 2444 West 16th St., Chicago 8, Illinois:

Dear Henry:

I see by the columns of your esteemed sheet that a couple guys, other than me, are getting incensed over plagiarism, adulteration, and misbranding.

They're agon' to make themselves very unpopular among the house organ editor set. But I'm happy to see someone else make an attempt at stopping this insidious disease . . . which, if not slowed up once in a while, keeps getting worse and worse.

There are certain legal re-spon-si-bilities, too. And I still hope you'll give that angle a good airing one of these not-too-distant days.

Which reminds me that I could use a couple tear-sheets from the October (1950) issue of *THE REPORTER*, pages 27 and 29, if they're still kicking around. I get occasional requests for a copy of that virulent letter of mine which I writ Casey Pratt and I've long since sent out my file copy.

Thanks.

Then, a handwritten note from Arthur Cole of Photoengravers Board of

Trade of New York, Inc., 60 East 42nd St., New York 17.

Who is Original? Coleridge wrote: "Originality is but a fresh pair of eyes." Some other thinker has written: "Originality is but a new combination of old elements." As to the so-called "modern" ing-saw typography and design, Professor Rietstahl of New York University pointed out that such modernism is but a channel guide through which more tradition may be expected to flow. Who is original?

And now a thoughtful letter from direct mail advertising counsellor M. A. Pollen, 30 West 15th St., New York 11:

Dear Henry:

You deserve a medal for settling one dispute between a swell copywriter and a copy thief. And here's a basis for settling the next dispute; it is very simple:—

You can steal a man's thought—but you mustn't steal the *expression* of it. If you do, you may as well steal his hat, and look like Ed Wynn.

Now, a nice fitting hat is the property of one man. But a good selling idea soon becomes common property. It is shared in print, or at a round table. . . . But once you apply this shared idea to your own product, you must design and fit your own clothes to it. Otherwise you'll make a holy spectacle of yourself, and scare the beautiful cash customers away.

Finally, well known Joe Russakoff of Vanguard Advertising, 15 East 40th

Street, New York 16, gets off the subject of "small business" and wades into the question—"Smartness—or Grand Larceny?"

The appropriation or "adaptation" of ideas, if you like a more euphonious tag for it, offers much room for argument. It's been going on from time immemorial, in one form or another. And probably the strongest man or woman, or the loudest shouter stands to win the credit in the showdown.

One of the most discouraging experiences in business, especially to younger people, is the shock they feel when they find out that the boss has to be the "great white feather" for the whole enterprise. If some department head comes up with a good idea, he or she cannot get any credit for it, because the next higher brass has to present it, as his own—and so on, until it reaches the ultimate boss—who finally grabs it, as his idea—and it must thus be presented to the world at large.

We laugh when we see this taking place in the arena of public affairs—when some dictator has his propaganda proclaim that he has decided to build a bridge, dam or canal somewhere—or when a local politician tries to grab credit for some community project.

But in business, we face a different situation. Many business chiefs are so anxious to grab publicity—that they'll commit grand larceny—of ideas—it's only an idea, after all—when they wouldn't take a penny out of petty cash, without signing a voucher, nor let anyone else help himself, say, to a postage stamp.

This larceny of ideas is fairly widespread.

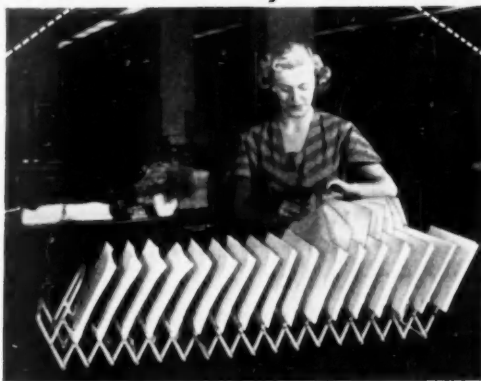


**One Worker
Gathers
3,500 Sheets
An Hour**

Yes . . . just one pair of hands collates 3,500 sheets an hour with the Evans GATHERING RACK.

Worker sits or stands, collates swiftly without fatigue . . . doing the work at less cost to you.

Racks are of all aluminum, light yet sturdy. Each section holds 500 sheets at inclined angle. Use racks singly, or end to end for large gatherings. Racks collapse for setting aside when not needed.



Save Money on COLLATING!

**Let EVANS
Gathering
Racks
work for you**

Make money on collating. Meet delivery schedules. Whether your collating is on a small or vast scale . . . Evans GATHERING RACKS get it done faster and cheaper.

SOUTHERN STATES COOPERATIVE, INC., after using Evans Gathering Racks for years, writes:

"Our mailing department prepares and sends to our patrons each month some 600,000 or more pieces of mailing matter

. . . We have found your gathering racks of untold value in accomplishing quick and economical collation."

A Model for EVERY Collating Need

Racks in sizes for assembling direct mail material of all kinds and sizes, and duplicated material in any volume.

TU Models:	
TU 76: 6 sections	\$11.00
TU 712: 12 sections	16.50
TU 718: 18 sections (shown)	25.00
DU MODEL:	
Each 6-section unit	14.00

Each of above racks available in half-width for use in assembling envelope stuffers, etc.

See Your Dealer or Write: Evans Specialty Co., Inc. 407 N. Munford St., Richmond 20, Va.

especially in advertising, since advertising is very much a business of ideas. And those who "get away with it" are fairly successful, even where many outsiders know about it.

Many business leaders are big enough, and smart enough too, to encourage the giving of credit for brilliant ideas to others. If one of your associates or subordinates suggests a good campaign theme—or discovers a productive market—or tips you off to a loose account that you obtain—it's just plain decency that the credit for it goes where it belongs.

Employers benefit from giving proper credit for ideas purely as a matter of self-interest. Many studies of employee morale have made much of the tremendous value placed by workers and subordinates on being appreciated. Students of human relations and communication call this receiving "deference." Your hard-bitten, two-fisted executives may not understand this in your business, but you do—when you are at the Waldorf Bar, and your banker waves to you. You'll order an extra snort on that one, with relief and gratitude.

Your associates and subordinates will feel more like contributing their ideas and frank comment on your own wild ideas (very often they are off base and need hauling in!) if they receive fair treatment and recognition of their brain children. These days, it's teamwork that counts, star players artificially built up can't stand up against a smooth-working team.

It costs you nothing to give credit where credit is due for ideas but it is the decent thing to do. And the bigger you are, the more likely it is that this piece isn't meant for you.

'MARY' SENT A LITTLE NOTE AND COSTLY SUIT FOLLOWS

In Atlanta . . . Milford Freeman told the judge that he, his wife and two children were a happy family until Sept. 16, 1948. That day the mail man brought a postal card with this message on it:

"Dear Milford, will be in Lagrange next week. Call me at 5694, Love, Mary."

Mrs. Freeman demanded an explanation. Mr. Freeman could not give one. Mrs. Freeman left him.

Then he called the number on the card and the Busch Jewelry Store in Lagrange, Ga., answered. The store said the card was just a way of getting in touch with him about his \$4 account.

But his wife has been distrustful and suspicious ever since, Mr. Freeman said, and has left him on several occasions. Mr. Freeman sued the Busch Jewelry Company of Delaware for \$25,000 damages. Federal Judge Frank Hooper ordered the concern to pay Mr. Freeman \$5,000 plus court costs.

REPORTER'S NOTE: Felix Tyroler, Secretary of the New York Mail Advertising Service Association told us this story . . . so it must be true.

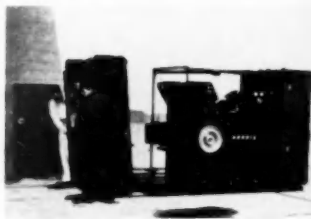
Printing Goes To War ... And How



Above: Air Force and Harris-Seybold officials check Harris press complete plant package before unloading from C-82 cargo plane for printing demonstration.

Below: Pressmen roll end cabinet down ramp, revealing standard Harris offset press. Cabinet provides working surfaces, tool storage space and holds operating accessories. Two men can do all handling and operating.

Right: Captain C. R. Rauscher, project officer for Air Force test runs, examines freshly printed aerial photo map.



Most dramatic story of the war so far (concerned with printing) is the recent announcement of an "Air-borne Packaged Press" to be used by the Air Force. Some of the behind-the-scenes activities are amazing. Not all can be reported. But briefly, here's the story.

In World War II, the military forces had difficulty getting maps and "psychological" pamphlets printed accurately and quickly.

Last December, Army officials gave the Harris-Seybold Company of Cleve-

land a problem: "Develop a transportable complete printing plant weighing not more than five tons . . . which can be carried in a cargo plane." Or words to that effect.

Harris-Seybold designers and planners completed the project in less than four months. A record achievement.

During early May . . . the first air-borne packaged printing plant was delivered to Bolling Field, Washington by a C-124 cargo airplane. The outer boxing was removed and the offset

press was in operation within an hour.

Here's how it works. The shipping package (made of heavy marine plywood) is really a series of work-units. Two ends are cabinets containing tools, plates, sponges, inks, chemical solutions and all necessary sundries. Other panels become work tables. Inside is a completely assembled 17 x 22 Harris press in running condition—with electrical connections.

Case units and press are fitted with special roller devices so that units can be moved quickly in hangers or any available quarters.

Before long, these flying printing plants can be spotted any place in the world. They can be running within an hour after landing. Maps, leaflets, etc. can be in production within minutes after photographs or ideas are obtained.

Printing has truly gone to war.

It's a dramatic story. We may be able to tell you more about it later.

A BLACK LETTER

An item in the April REPORTER about the jet black postcard used by George Paro caused Thomas R. Stewart, manager of direct mail sales of The Crowell-Collier Publishing Company, 640 Fifth Ave., New York 19, N. Y., to dig into his old files. Tom sent us his only remaining sample of a black letter used as part of a renewal series in 1938. The Collier letterhead was printed in brilliant red on jet black baronial size stationery. The letter was processed in silver typewriter type. Each letter had a single line personal fill-in with silver ribbon.

The letter started: "This letter will give you a rough idea of how dark life would be without Collier's." The Post Office turned thumbs down, however, on the use of a black envelope.

Tom claims that the black letter proved very effective. Since it has had a nice long rest he may give it another fling.

LONG TIME—NO MAIL

Jack Smith of 11 Beacon Street, Boston 8, Massachusetts visited THE REPORTER office recently . . . and recounted a unique story.

When he left the Frank E. Davis Fish Company about thirteen years ago, to start his own mail order counseling service . . . he sent out to a selected list a letter of announcement. Then

he followed with another letter soliciting advisory and writing business. That was the end of the campaign. Not a single mailing piece since then.

But his business has grown and grown. Old clients grew larger. New clients came by word-of-mouth recommendation. Only case we know where a two-shot campaign pulled enough business to prevent the use of any more advertising for a period of thirteen years. What the moral is, we don't know. But it's an interesting story.

HEART THROBBING WRITING

The following copy was written by a young man and it appeared in his father's house magazine. Read it first . . . then we'll tell you more about it.

Our most favorite, littlest girl had only seven months and twenty-seven days of life. She was hardly old enough to have a name. We called her The Floppy One.

With no warning, she died of an evil virus infection which came to our house on a spring breeze, early in the morning, March 21, 1951. She was just a baby. She didn't have to be anything else, with all of us attending her. She didn't like to sit up, or crawl. When we tried to persuade her to do these things, she would laugh and kick her feet at us.

She was sweet, beautiful. Her smile and the light of heaven in her eyes were a joy. In fairness to myself, I should say she favored me. She would laugh at the sound of my voice. And follow me with her eyes as I paced the room. They used to send me away so she would eat her supper.

Oh, Nancy, we miss you so.

Spring is coming and you belong with us. You should be here to help me take the earth away from the roses, put new seed on the lawn, set out the plants and put up the swings. Then there are the screens. Oh, those screens.

I still have two helpers, but I need three. I can see our whole yard from your room, where I am sitting now. The tulips are up. Buds are on the azaleas and the first green shoots are showing on the roses. The forsythia and the daffodils, which you just missed seeing, will come first.

Spring is a wonderful season, my love. At that time there are all sorts of fun and surprises for small ones.

Early on a spring morning, just as the sun comes up, if you crawled to the end of your crib and peaked out the window, you would see the tiny people dancing on the lawn and playing on our swings.

I have never seen these tiny ones. Such sights are not for older eyes. But I think Megan and Deborah have seen them. I'm not sure who they are, or where they come from. I wonder if they are the little ones who play with you now on God's left hand.

This lags, my child. It has no movement. If only I were a poet. In heroic phrases I would

express the depth of my love for you, by bottomless sorrow.

Throw the door open. Set a match to the house. Run through the streets screaming Bloody Murder. Tear at my hair. Curse the Fates. Trample on green lawns.

Then stand silently with empty hands before our Maker.

It doesn't sound right, Floppy One. The only words that describe you and our love for you are those that your mother has said over and over and over, a thousand times, until they have become one with the elements, ringing in the Heavens like the sound of angel voices:

"My most favorite, littlest girl."

This note must end. This bitter longing for you must end, but it won't.

Some say the less time you have your children the less it hurts if they are taken from you. It isn't so, littlest one. In our hearts, your first breath became an eternity.

The article was signed by William Feather, Jr. and was a four page center insert in the May issue of *The William Feather Magazine*, personal house magazine of the editor of many house magazines for other companies. Our hearts go out to both father and grandfather. In spite of the grief . . . it's good to know that old Bill has such a worthy successor, who knows the art of word magic.

MORE GOOD ANNUAL REPORTS

Among the superlative annual reports which crossed our desk this past month were the following. Can't describe each one . . . but we give our pat-on-the-back by the mere listing.

72nd Annual Report, The Fidelity Mutual Life Insurance Company, The Parkway at Fairmount Ave, Philadelphia, Pa. 5" x 8", 18 pages and covers.

One Hundredth Annual Report, Pennsylvania Salt Manufacturing Co., Philadelphia 7, Pa. 6" x 9", 32 pages with french fold covers.

47th Annual Report, Federated Mutual Implement and Hardware Insurance Company, Owatonna, Minnesota. 8 1/2" x 11", 16 pages, self cover.

1950 Annual Report, Pepsi-Cola Company, 3 West 57th St., New York 19, N. Y. 8 1/2" x 11", 20 pages and covers.

Allegheny Ludlum Steel Corp., 2020 Oliver Bldg., Pittsburgh 22, Pa. Covers 8 1/2" x 11". Inside pages 8 1/2" x 10 1/4", 24 pages and covers.

53rd Annual Report, International Paper Company, 220 East 42nd Street, New York 17, N. Y. 8 1/2" x 11", 36 pages and covers, the back cover is a double fold, showing locations of all International operations.

1950 Annual Report, The Trailmobile Company, Cincinnati 9, Ohio. 8 1/2" x 10 1/4", 12 pages and covers.

Reporting Progress, Howard Smith Paper Mills Limited, Montreal, Que., Canada. 8 1/2" x 11", 24 pages, and double fold front and

back covers, showing photographs, sketches and map of location of Howard Smith properties.

Annual Report 1950, Cory Corporation, 221 North LaSalle St., Chicago 1, Illinois. Horizontal report, 12" x 9", 16 pages, self cover.

Annual Report 1950, Hamilton Watch Company, Lancaster, Pa. Another horizontal report, 11" x 8 1/2", 20 pages and covers.

60th Annual Report, United States Radiation Corporation, 300 Buell Bldg., Detroit, Michigan. 8 1/2" x 11", 14 pages and covers.

1950 Annual Report, Southern Indiana Gas and Electric Company, 20-24 Northwest Fourth St., Evansville 3, Indiana. 8 1/2" x 11", 20 pages and covers.

1950 Annual Report, Oklahoma Gas and Electric Company, 321 North Harvey, Oklahoma City 1, Oklahoma. 8 1/2" x 11", 24 pages and covers, with front cover having a triple fold showing territory served and division headquarters located throughout Oklahoma.

MORE ABOUT BLANK RETURNS

Dear Henry:

On page 6 of the April issue of THE REPORTER I read with interest your item about the misuse of business reply cards and envelopes. It is as puzzling to me as it is to you, and for what it's worth I will make the following small contribution.

The five business reply cards enclosed represent enclosures in five different mailings spread over a period from early January to the middle of April. They all came from mailings to the same list at different periods of time, but you will notice that none of them bear a Boston, Massachusetts postmark and the same date, April 10. I had two others, but unfortunately threw them away.

In this case, the list we were using consists of a number of large industrial firms. It is one of our best lists and includes technical men, plant executives and purchasing agents. This is the first time we have had such an occurrence and it certainly seems more than a coincidence when compared with the situation you describe in THE REPORTER.

Cordially yours,

(signed) Lex

Edwin Lex Bacon

Assistant Advertising & Sales Promotion Manager
Graybar Electric Co., Inc.
420 Lexington Avenue
New York 17, N. Y.

REPORTER'S NOTE: Yours is a peculiar case. Somebody must have saved all your mailings . . . and then postmarked you all in one day. Could it be that someone is peeved? See other items about same subject in this issue.

REPORT ON SQUARE SPAN

This letter tells about how one fellow adapted an idea from THE REPORTER.

Helpful Henry Hoke;

Please don't think this flippant or facetious. Your interesting talk at the recent C.I.A.A. meeting here further emphasized our obligation to you for the many helpful hints on direct mail flowing continuously from THE REPORTER.

You told me of your interest in Square Span and perhaps you would enjoy blue penciling the enclosed letter of transmittal.

It might be well to mention that the market for Multipoint Capacilog is limited. The purpose of this mailing is to gain the prospect's interest by introducing this new deluxe recorder

and encourage requests for additional information on the more widely used single point Capacilog. Because of the technical nature of these instruments, the actual sale must be consummated by a sales engineer.

Mailings were made to a selected list of 2000 choice prospects who are currently buying other types of Wheelco equipment plus 3500 regular, original equipment (furnaces, ovens, etc.) manufacturers and a mixed list of 1000 individuals in the ceramic industry.

Your comments, regardless of how critical they may be, are invited in all sincerity by

(signed) J. C. Freyberg

Sales Promotion

Wheelco Instruments Company

847 West Harrison Street

Chicago 7, Illinois

REPORTER'S NOTE: Thanks for report. Reproducing your Square Span letter for other adapters, if any. Cannot find anything to blue pencil.

WHEELCO



Instruments Company

CHICAGO 7, ILLINOIS • CABLE ADDRESS "WHEELCO"

92 LIBERTY STREET • NEW YORK CITY 6, N. Y. • PHONE: BARCLAY 7-8086

April, 1951

Gentlemen:

This letter
is written

in "Square
Span".

a revolutionary
method

of grouping
words

for easier
reading.

Whether you
approve

or disapprove,

you will
surely

be
interested

in the Multipoint
Capacilog.

a new
deflection type

strip chart
recorder

with the
Electronic Link

for permanent
recording

up to
six processes

on one
chart.

It's easy
to read,

easy to
operate,

easy to
service.

Bulletin
MFC-1

explaining
this instrument

and a
price list

covering our
Capacilog line

are
enclosed.

For complete
information

on single
point recorders

or recorder
controllers,

write for
Bulletin C2-2

or contact your
Wheelco representative.

WHEELCO INSTRUMENTS COMPANY

Charles A. Gates

C. A. Gates
Division Manager

CAG/ma

CAPACILOG *The New Wheelco Electronic Scribes*



ONOMATOLOGISTS

are people who know a lot about names. Those at the Guild Co. are ready to suggest mailing lists to meet your specific requirements. . . and help you get greater profits from your names. For details write to Guild Co., 160 Engle St. Englewood, N. J. or 7 South Dearborn St. Chicago 3, Illinois. Charter Members of National Council of Mailing List Brokers.

Advertisement

HOW LONG SHOULD A LETTER BE?

My grandmother used to bore people by predicting I would be a wonderful housekeeper. I was very fond of rice and it seems she once asked me how many times I thought she ought to wash the rice.

At the age of four or five, having read no cookbooks and having learned no rules, my answer was quite simply "Until it's clean."

Likewise, many of us have definite convictions about the length of a letter. But the important thing is that the letter should accomplish its mission.

Sometimes a short letter is too long.

A credit manager had been successfully using a series of form letters. One was a half-page letter used to coax small amounts out of forgetful customers. It became known as the "please letter."

The credit man would lift the mouthpiece of his dictating machine and say, "Send the 'please' letter to Mr. John Doe," giving the overdue amount to be filled in.

One day the firm hired a new dictating machine operator and forgot to tell the credit man. That morning as usual, he would say, "Mr. John Doe—'please'—\$26.35."

About forty letters were mailed that night reading "Mr. . . .

Please—\$26.35."

The aftermath was startling. The money came in—twice as much and about twice as fast as had been received from the half-page letter.

Question: How long should a letter be?

Answer: Long enough to bring results.

REPORTER'S NOTE: A new twist in answering an old question. We found it in the always-good house magazine, "In Transit," published by Atlanta Envelope Company, P. O. Box 1267, Atlanta 1, Georgia, edited by Dave Goldwasser, president of Atlanta Advertising Club.

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines. Write The Reporter, 53½ Hilton Ave., Garden City, L. I., N. Y.

ADDRESSING

ADDRESSING \$5.50 THOUSAND. "New list 25,000 largest major industrial manufacturers." No charge for our lists.
SPEED ADDRESS KRAUS COMPANY
48-01 42nd St. Stillwell 4-5922
Long Island City 4, N. Y.

ADDRESSING . . . TRADE

M. Victor—Addressing for the Trade
Rapid Service Unlimited Quantity
Large Staff of Expert Typists
3902—9th Ave. Brooklyn 32, N. Y.
UL. 3-3800

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling mail order, agent ads.
We show you how.
Martin Advertising Agency
15P East 40th Street, New York 16, N. Y.

HOUSE ORGANS

1000 Two-Color House Organs Only \$45! Your ad front cover. (Free copy service.) Self mailer. Features Dale Carnegie, prominent cartoonists, "cheese cake", sports. Powerful good will builder. Holds customers. Brings new business. Send for sample and details.
THE CRIER ADVERTISING SERVICE
1836 Euclid Ave. Cleveland 15, Ohio

MAILING LIST CARDS

Auto-Copy Index Cards 3 x 5. For copies of mailing lists. Make copies while addressing envelopes or letters. No carbons required. Price \$2.00 per thousand. Job Rockester, N.Y. The Stylograph Corporation, 205 West Main

MAILING LISTS

FINE CANADIAN MAILING LIST
175,000 Mail Buyers on Elliott Stencils Will rent to reliable house. Can mail Write
TOBES, Niagara-on-the-Lake, Ont.

WANTED—Mailing Lists of Firms or Individuals who have bought Industrial or Shop Tools by Mail. E. C. Gomes, 714 Trinity, University City 5, Missouri

LISTS

of names
you want

Industrial List Bureau

45 Astor Place, New York 3, N.Y.

Juvenile Lists.... very important...

in the Mail Order picture. Mailing to such lists gives assurance you are reaching families. We have a million Juvenile names, and more than two million names of men and women mail order buyers. Consult your List Broker or write us direct for catalog of lists.

BOOKBUYERS LISTS, INC., 363 BROADWAY, NEW YORK 13, N.Y. - WORTH 4-5871

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

OFFSET CUTOUTS

MOST COMPLETE service in U. S. Now available—OFFSET SCRAPBOOK #7, 950 reproduction proofs of promotional headings, catch words and art panels, only \$3.00 postpaid. Literature free. A. A. ARCHBOLD, PUBLISHER, 1209-K S. Lake St., Los Angeles 6, Calif.

RESEARCH

Information Clearing House. Encyclopedic memory. What would you ascertain? Let me handle your research. \$2.00 per inquiry. Phillip G. Miller, 2716 Van Buren St., Wilmington, Del.

SITUATION WANTED

CAN YOU USE THIS MAN?

13 year background in direct mail; thorough knowledge of production, creative and sales ability; managed small advertising agency. Seeks responsible position with potential. 35, draft exempt, N.Y. area. Box 61, The Reporter, 53½ Hilton Ave., Garden City, L. I., N. Y.

SPECIAL

Unusual opportunity to establish direct mail operation major Florida city. Interested in investing myself and using unusual connections to promote business with thoroughly trained DM exec. Box 62, The Reporter, 53½ Hilton Ave., Garden City, L. I., N. Y.

WANTED

Collating machine, must be in good condition. Box 64, The Reporter, 53½ Hilton Ave., Garden City, L. I., N. Y.

Recent list of World War 2 Veterans. 100,000 or more and should be recently cleaned. Describe price, condition and source. Box 65, The Reporter, 53½ Hilton Ave., Garden City, L. I., N. Y.

FOR SALE

1500 Speedaumat Trays all or part —35 ea. Creative Mailing Service, 24 S. Grove St., Freeport, L. I., N. Y.

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING
ONE MAN'S OPINION

Surprise, Henry.

You have probably received my note telling you that you would have to find something to fill my space in the June issue, as I labored all day Sunday trying to put a piece together, using as a text the following quotation from Goldsworth Lowe Dickinson's "The Choice Before Us." Here is the quotation: "Government is everywhere to a great extent controlled by powerful minorities with an interest distinct from that of the mass of the people."

This started me thinking about the few and far-between editorials in the advertising press, criticising users of advertising who are causing a lot of loss of confidence in and respect for all advertising. Invariably the writers of these editorials assure their readers that advertisers using that type of advertising are a "small minority."

I wanted to get across the thought that while the "minority" might be "small" it was mighty powerful, made up largely of big-spending advertisers—the soapers, the medicine men, the cigarette and TV makers and others away up on the list of top spenders. I wanted to point out that these powerful spenders controlled the advertising to the extent of driving honest, decent and ethical advertisers into competing at their own low level. I was all set to give chapters and verses that seem to prove my point. I intended to name advertisers, long in the majority, who are now aping those in the minority in their false and misleading claims, singing commercials and other irritating and annoying sales pitches, all because, in my opinion, little or nothing has been done to encourage those in the majority to stick to higher standards.

I intended to inject into my piece the thought that probably advertising agencies had something to do with deciding some of the advertisers in the majority to compete at the minority level, since it has been reported that only one-third of the members of the 4A's are taking any part in the pro-

gram started in 1946 to improve advertising.

But for some reason—possibly the subject had me a little too hot and bothered—I couldn't get the words put together the way I wanted them, so along about one o'clock Monday morning I waded through the paper I had ripped from my mill and went to bed, only to lie awake and worry over the thought that maybe it was time for me to write "30" to the stuff I've been sending you.

After mailing you the note I got to thinking that possibly I was just in a temporary morbid mood brought on by too much dwelling on the seamy side of advertising and I began searching the little gray matter I have for a more pleasant subject. Just as I reached this conclusion the morning mail was dropped on my desk. On top of the pile was an envelope bearing the corner card of a big advertising agency. I didn't have to open it to know what it contained. It would be a nice letter bringing me some droll humor by Groucho Marx, whose show is on the air at a time I am taking my after-dinner nap. I don't know whether the agency pays for these nice letters it sends me out of its 15% or gets 15% on the cost of sending them to me, but they help brighten my life.

Underneath this envelope were three from the dear old NAM (National Association of Manufacturers.) I don't know how often I get these envelopes—it seems every day—and I always get three with my name spelled differently on each one. Anyway these three set me thinking along more cheerful lines. It set me thinking of what business and "causes" are doing for house magazine editors, especially editors of employee publications. Take NAM, for instance. In addition to a newspaper-page-size clip sheet, the good old NAM has a free-for-nothing "Service for Employee Publications" that often runs into more than 50 pages, and I'll bet the employees who receive the publications carrying

this material can hardly wait from one issue to the next.

But NAM is not the only little helper of editors of employee publications. There are dozens of others sending them thousands of dollars worth of material to help relieve their mental strain. A well-known advertising agency sends editors big envelopes stuffed with material ready for clipping and pasting up for the printer. This agency also furnishes glossy prints for illustrating tempting recipes and other material of interest to the boys and gals for whom the house organs are published. Of course, to furnish the best recipes, beauty care and ideas for parties it is necessary to mention the products of the clients of the agency, but I am sure that the service it renders the poor, hard working editors is of first consideration. If the clients of the agency get a bit of "free" publicity it just can't be helped.

Then there is the SC Syndicate. It should win top honor. This organization goes all out to furnish house magazine editors with important news—not only that but it gives it to them in mat form. Here again, mention of some products is necessary. For instance, when the American Legion and Gold Star Mothers of Riverside, R. I., had a memorial erected to the men and women of their town who died in World War II the SC Service knew that the boys and gals who work out in the plant would want to know what granite was used in the construction of the monument and what else could it do but tell them.

Ellen H. Semrow (Mrs.) has just recently joined the ranks of the house organ editors' little helpers. She is with the National Association of Margarine Manufacturers. I had a nice letter from her recently telling me that one of the major efforts of the Consumer Service Department is to create economical, nutritious and interesting recipes and menus for the home maker and it occurred to her that in a publication such as mine, I might be interested in including free material from time to time from outside sources that would interest my readers. I am sure that no thought of "free" publicity for Margarine occurred to the good lady—she just wants to be helpful.

As an employee's publication I handled some years ago is still on a house organ list, I am deluged with services such as I have mentioned, which is proof, I think, that the milk of human kindness is still in large supply.

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE. \$10.00 PER YEAR

ADDRESSING

Creative Mailing Service, Inc., 24 South Grove St., Freeport, N. Y.
Globe Organization, Inc., 480 Lexington Ave., New York 17, N. Y.

ADDRESSING — TRADE

Bhapina Typing Service, 65-12 Roosevelt Ave., Woodside, N. Y.
M. Victor, 2902-9th Street, Brooklyn 22, N. Y.

ADVERTISING AGENCY

Martin Advertising Agency, 151A East 40th St., New York 16, N. Y.

ADVERTISING ART

John Guthrie, 1345 Green Court, NW, Washington 5, D. C.
Raymond Lockie, 116 West Clinton Ave., Tempe, N. J.
Multi-Ad Services, Inc., 100 Walnut St., Peoria, Illinois

AUTOMATIC INSERTING

True, Sullivan, Neilhart Assoc., 47-30 35th St., Long Island City 1, N. Y.

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.
Robotypor Corporation, 125 Allen Street, E. Hendersonville, No. Car.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co., 11 Stone St., New York 4, N. Y.
Arrow Letters Corp., 207 West 34th St., New York 18, N. Y.
Isorothy R. Pollard, 417 1/2 E. Capital St., Jackson, Miss.

BOOKS

Helpful Press, Keeline Bldg., Omaha 3, Neb.

BRITISH & EUROPEAN LISTS & CAMPAIGNS

R. Arnsley-Cooper, Villa Rd., P. O. Box 136, London, S.W. 9, England

COLLATING MACHINE

Evans Specialty Co., Inc., 497 No. Main St., Richmond 26, Va.
Thomas Mechanical Collator, 30 Church Street, New York, N. Y.

COPYWRITER (Free Lancer)

Hal G. Verme, 15 Washington Place, New York 2, N. Y.

DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc., 325 East 40th St., New York 17, N. Y.
Homer J. Buckley, 57 East Jackson Blvd., Chicago 4, Ill.
Circulation Associates, 1745 Broadway, New York 19, N. Y.
Dickie-Raymond, Inc., 40 Broad Street, Boston 10, Mass.
Duffy & Fabry, Inc., 383 N. Water St., Milwaukee 2, Wis.
Mailograph Co., Inc., 39 Water Street, New York 4, N. Y.
Reply-O Products Company, 150 West 22nd St., New York 11, N. Y.
Phillip J. Wallach Company, 220 Fifth Ave., New York 1, N. Y.

DIRECT MAIL EQUIPMENT

Addressing Machine & Equipment Co., 29 E. 22nd St., New York 10, N. Y.
General Binding Corp., 808 West Belmont Ave., Chicago 14, Ill.

ENVELOPES

American Envelope Mfg. Corp., 26 Howard St., New York 13, N. Y.
The American Paper Products Co., East Liverpool, Ohio
Atlanta Envelope Company, Post Office Box 1267, Atlanta 1, Ga.
Cupples-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Samuels Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
Gray Envelope Co., 55-32nd St., Brooklyn 32, N. Y.
Hi-Speed Envelope Co., 160 West 22nd St., New York, N. Y.
McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.
Massachusetts Envelope Co., 641-643 Atlantic Ave., Boston 10, Mass.
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation, 522 Fifth Avenue, New York 18, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Tension Envelope Corporation, 5001 Southview Ave., St. Louis 10, Mo.
Tension Envelope Corporation, 123-129 N. Second, Minneapolis 1, Minn.
Tension Envelope Corporation, 1912 Grand Ave., Des Moines 14, Iowa
United States Envelope Company, Springfield 2, Mass.
The Wolf Envelope Company, 179-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Curtis 1000, Inc., 380 Capital Ave., Hartford 6, Conn.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
The Sawdon Company, Inc., 480 Lexington Ave., New York 17, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

HOUSE ORGANS

The William Feather Co., 812 Huron Road, Cleveland 15, Ohio

INTERPRINTERS — SALES LITERATURE

L. P. MacAdams, Inc., 301 John St., Bridgeport, Conn.

LABELS

Fenton Label Company, 506 Race St., Philadelphia 6, Pa.

LABEL PASTERS

Potdevin Machine Company, 1281-28th St., Brooklyn 18, N. Y.

LETTER GADGETS

Hewig Company, 45 West 45th St., New York 19, N. Y.
A. Mitchell, 111 West Jackson Blvd., Chicago 4, Ill.
August Tiger, 545 Fifth Ave., New York 17, N. Y.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co., Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Benart Mail Sales Service, Inc., 228 East 45th St., New York 17, N. Y.
Century Letter Co., Inc., 48 East 21st St., New York 10, N. Y.
A. W. Dicks & Co., 384 Victoria St., Toronto 2, Canada
The Letter Shop, 214 Mission St., San Francisco 5, Calif.
Mailgraph Co., Inc., 39 Water St., New York 4, N. Y.
Mailways, 200 Adelaide St., West, Toronto 1, Ont., Canada
The Rylander Company, 19 S. Wells St., Chicago 6, Ill.
Woodington Mail Adv. Service, 1316 Arch St., Philadelphia 7, Pa.

MAILING LISTS—Brokers

*George R. Bryant Co., Inc., 293 Madison Ave., New York 22, N. Y.
*D-R Special List Bureau, 50 Broad St., Boston 10, Mass.
*Walter Irvey, Inc., 257 Fourth Ave., New York 10, N. Y.
*Quill Company, Inc., 160 Ende Street, Englewood, New Jersey
*Willa Mudders, Inc., 215 Fourth Ave., New York 2, N. Y.
*Mailings Incorporated, 25 West 45th St., New York 19, N. Y.
*Moody Selective List Services, Inc., 39 Newbury St., Boston 18, Mass.
*L. Natwick, 292 Broadway, New York 10, N. Y.
*James E. True Associates, 47-30 35th St., Long Island City 1, N. Y.
*Members — National Council of Mailing List Brokers

MAILING LISTS—Compilers & Owners

Associated Publicity Service, 1913 1/2 Sixteenth St., Port Huron, Mich.
Bookbuyers Lists, Inc., 363 Broadway, New York 13, N. Y.
Boy's City Dispatch, Inc., 114-120 East 23rd St., New York 10, N. Y.
Creative Mailing Service, Inc., 24 South Grove St., Freeport, L. I., N. Y.
Dunhill List Company, 565 Fifth Ave., New York 17, N. Y.
Fisher-Stevens Service, Inc., 345 Hudson St., New York 14, N. Y.
Industrial List Bureau, 45 Astor Place, New York 3, N. Y.
Investors Listing Co., 45 West 45th St., New York 19, N. Y.
Mail-Ad Co., 702 West 17th St., Los Angeles 15, Calif.
J. H. Monty's Turf Fan Lists, 201 East 46th St., New York 17, N. Y.
Official Catholic Directory Lists, 12 Barclay St., New York 4, N. Y.
W. S. Panton, Inc., 635 Avenue of the Americas, New York 11, N. Y.
R. L. Rushmir, 1400 Elizabeth St., Redlands, Calif.

MATCHED STATIONERY

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

MESSANGER SERVICE

Airline Delivery Service, 60 East 42nd St., New York 17, N. Y.

METERED MAIL EQUIPMENT

Pitney-Bowes, Inc., Stamford, Conn.

MIMEOGRAPHING

Northern Copywriter Service, 212 High St., Ishpeming, Michigan

MIMEOGRAPH MACHINES

A. B. Dick Company, 3709 West Touhy Ave., Chicago 31, Ill.

OFFSET PRINTING

Hackman Reproduction Service, 250 East 43rd St., New York 17, N. Y.
The Litho Studio, Inc., 49 East 1st Street, New York 3, N. Y.
McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.

PAPER MANUFACTURERS

Fox River Corporation, Appleton, Wisconsin
W. C. Hamilton & Sons, Milson, Penna.
Hammermill Paper Company, Erie, Pennsylvania
International Paper Company, 220 East 42nd St., New York 17, N. Y.
Kimberly-Clark Corp., Neenah, Wisconsin
Mead Sales Company, 819 Public Ledger Bldg., Philadelphia 6, Pa.
Neenah Paper Company, Neenah, Wisconsin
Riding Paper Company, Housatonic, Massachusetts

PHOTO ENGRAVERS

Pioneer-Moss, Inc., 155 West 46th St., New York 10, N. Y.

PHOTOGRAPHS

Eye Catchers, 19 East 58th St., New York 10, N. Y.
Washington Commercial Co., 1200-145th St., N. W., Washington 5, D. C.

PLATES & STENCILS

Columbia Ribbon & Carb. Mfg. Co., Inc. Herb Hill Road, Glen Cove, N. Y.
Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

POSTCARDS

Moss Photo Service, Inc., 155 West 46th St., New York 10, N. Y.

PRINTERS & LITHOGRAPHERS

Brooklyn Press, 335 Adams St., Brooklyn 1, New York
College Press, South Lancaster, Mass.
McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.
The House of Dryden, 20 Irving Place, New York 3, N. Y.
Paradise Printers and Publishers, Paradise, Pa.
Stecher-Traugott Litho. Corp., 274 N. Goodman St., Rochester 7, N. Y.

PRINTING EQUIPMENT

Davidson Corp., 1485 West Adams St., Chicago 7, Illinois
Harris Seybold Company, 4510 East 71st St., Cleveland 3, Ohio

PUBLICATIONS

Offset Duplicate Review, 505 Fifth Ave., New York 17, N. Y.

QUANTITY PHOTOGRAPHS

Moss Photo Service, Inc., 155 West 46th St., New York 10, N. Y.

REBUILT MAIL ROOM MACHINES

The Adam Company, 250 Third Avenue, New York 10, N. Y.

SEALING MACHINES

Minnesota Mining & Mfg. Co., 909 Faquier Ave., St. Paul 6, Minn.

STAPLING MACHINE

Staplex Company, 68-72 Jay St., Brooklyn, N. Y.

STENCIL CUTTING & ADDRESSING

Creative Mailing Service, Inc., 24 So. Grove St., Freeport, N. Y.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn., 17 East 42nd St., New York 17, N. Y.
Mail Advertising Service Assn., 18652 Fairfield Ave., Detroit 21, Mich.

TYERS

National Bundle Tyer Company, Blisfield, Michigan

TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey
Phototype, Inc., 1423 Roscoe St., Chicago 13, Ill.

TYPEWRITERS

Remington Rand, Inc., 315 Fourth Avenue, New York 10, N. Y.

SHORT NOTES DEPARTMENT

(Continued from page 9)

title is "Shhhhh! The Best Kept Secret in the Country." Booklet is being distributed by the Bureau of Business Practice, New London, Connecticut. Gives the complete and amazing story about Government spending and the growth of taxation. Write for a copy.

◆ **LITTLE BIRTHDAY CAKES**, complete with candles, were mailed to three thousand agents and brokers during 1950 by The Central Manufacturers' Mutual Insurance Company, Van Wert, Ohio. Company maintains an active birthday record of all agents and brokers who hold a central franchise. Cakes were mailed a few days before each birthday. Agents responded enthusiastically. Cakes were baked by Moensel Fine Foods, Inc. (the sample received by this reporter was excellent) and special boxes were made by The Hinde & Dauch Paper Company. Both firms are located in Sandusky, Ohio. Good idea for maintaining good will.

Incidentally, we just received the two new 1951 portfolios of selling aids for Centra's agents. We have mentioned these annual portfolios many times before in The Reporter. This year's creations are better than ever before. Really a superlative job.

◆ **FEDERAL AGENCIES** are turning the heat on the promoters of those phony directories. We don't understand the reason for all the hesitancy in making a definite and immediate crackdown. In the meantime . . . the mailings are continuing. But a number of bad cases are being cleaned up. The Post Office took action against the gal in Texas who was selling pictures of her \$50,000-insured breasts. Two of the promoters of the phony cancer charity racket were recently indicted. It takes constant vigilance to keep the mails clean.

◆ **REMINDER!** Postal notes were discontinued by the Post Office Department on March 31. The public is being urged to purchase money orders for making remittances by mail.

◆ **AND HURRAH FOR THIS ONE!** Postal inspectors finally caught up with the Detroit crack-pot who had been flooding the mail with anonymous, obscene post cards and letters with a decided anti-Semitic tone. The mailings had a different angle in that they seemed to be sent out by Jewish organiza-

tions (which proved fictitious). The culprit, when caught, proved to be an unbalanced gentleman who owned a private printing press. He is now in a psychopathic ward.

◆ **SIX LEMON DROPS** were enclosed in a cellophane bag and attached to a mailing card, produced by Cone Mail Advertising, 1005 Post Street, Seattle 4, Washington. Clever simulated handwritten copy suggested lemon drops for relaxation instead of smoking your head off over production delays and other advertising catastrophes. A small handwritten note at bottom of card said that by "pure coincidence" the arrival of this mailing just happened to coincide with the opening of "The Lemon Drop Kid" at the local theatre. A timely pitch.

◆ **PAPER MANUFACTURERS** are again in the throes of producing sample books. One of the most attractive ever adopted, both from an artistic and convenience angle, was recently issued by W. C. Hamilton & Sons,



Miquon, Pennsylvania. Quite a few organizations participated in its production. Was planned and supervised by Gray & Rogers, Philadelphia advertising agency. It was designed by Raymond A. Ballinger, prominent Philadelphia artist. With the exception of the cover, which was printed by Meehan-Tooker Company, Inc. of New York City, the rest of the book was printed, collated and bound by Schneidereith & Sons of Baltimore. You might be able to get a copy through your paper merchant or by writing to George Sherwood at the mill.

◆ **TWO COMPANIES** used the opening-door format for an announcement during the past month. Instead of the usual four-page, 8½ by 11 . . . there are two side flaps on one sheet of 8½ by 11. When folded the circular is opened in the middle rather than on the side. The Harry E. Foster Agency moved their Toronto headquarters to a new building on Avenue Road and Alcorn Avenue. The front page of their announcement folder reproduces the front door of the attractive, modernly designed building. Richard Minnich of Federated Purchaser, Inc., 66 Dey Street, New York 7, N. Y. used the same

technique for the opening of a new branch at 911 South Grand Avenue, Los Angeles 15, California.

◆ **ARE YOU A NUMBER ONE?** Ben Dahlke, president of the Dalke Stationery & Mfg. Co., Lincoln Building, Buffalo 5, N. Y. thinks we ought to revive the idea of a Number One Club in Direct Mail. Back in 1939-1940 we were trying to discover all the holders of Number One Permits for business reply envelopes and cards. We succeeded in rounding up quite a number but then the war came along and our minds had to turn to other matters. We will be interested in hearing from those who still hold a Number One Permit . . . showing you have had long and continuous experience in direct mail.

◆ **FIRST TIME WE HAVE SEEN THIS . . .** at least in a long while. American Graphic, Inc., 432 Plane Street, Newark 2, N. J. (offset printers) recently issued to their customers a unique "Offset Ordering Guide." Shows the customer exactly how to figure (in any quantity) the price of different types of offset jobs in various color combinations and different colored stock combinations. Takes all the guesswork out of ordering offset jobs.

◆ **SHARP & DOHME** (pharmaceutical manufacturers) of West Point, Pennsylvania have developed a unique method of mailing medical samples to doctors. Thin product sample box has a colorfully illustrated wrap-around folder. The illustration appears on the outside while the explanatory material is on the inside. The folder is packed in a transparent, plastic envelope which is sealed tight by metal wire, which holds the label used for stamp and addressing. Makes a good appearance in the mail.

◆ **ZONING YOUR MAIL** is getting to be a more and more important subject. Zoning definitely increases the speed of delivery, as you will soon find out if you visit your local post office and watch the separation clerks. If you don't have your mailing list zoned . . . get to work immediately. Be sure to include your own zone number in all your advertising. Include zone number requests on all your order blanks, reply coupons, etc. You can get help on zoning information from your local post office and from most local printers and lettershops around the country. For instance, the W. A. Storing Company, 199 East Chapel Street, Columbus 15, Ohio recently issued a complete zoning guide for the city of Columbus. An 8½ by 11, 32-page booklet, with all sorts of postal information added. Very well done.

WHAT IS A "STOPPER", DADDY?

ADMAN JONES: Well, son. I'll show you. Here are two catalogs. Which one do you want to read?

JONES, JR.: The one with the pretty cover!

ADMAN JONES: Right! This catalog looks exciting! Makes you want to read it. That's what a "stopper" is.


Even a child can understand it. It's as simple as ABC. The advertising message that gets readership is the one that *looks* interesting... and important.

Bright, durable Hammermill Cover makes your prospect *want* to read your sales catalogs—adds the vital punch and long life that keep them working for you months after you send them out.

You can depend on Hammermill Cover because it is backed by the "Hammermill" name and accepted by thousands of exacting buyers of business printing. There are four distinctive finishes, eleven attention-winning colors and a bright white.

**HAMMERMILL
COVER**

BY THE MAKERS OF HAMMERMILL BOND



Hammermill Paper Company
1621 East Lake Road, Erie 6, Pennsylvania

Please send me—**FREE**—the up-to-date sample book of Hammermill Cover.

Name

Position

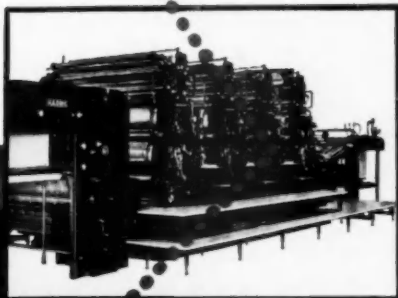
Please attach to, or write on, your business letterhead.

TR-JUN-

EASY ON THE PRESS...

EASY ON THE EYES...

INTERNATIONAL TICONDEROGA TEXT



Easier on the budget, too! When you choose from **Ticonderoga Text's** seven

watermarked colors plus Cream and Brite White, production costs go down.

Available with laid or wove surface, deckle or plain edge, with envelopes to match. For your next letterpress

or offset or gravure book jacket, program, menu, announcement or brochure, specify

Ticonderoga Text or Ticonderoga Text, Coverweight.



INTERNATIONAL PAPERS

for printing and converting